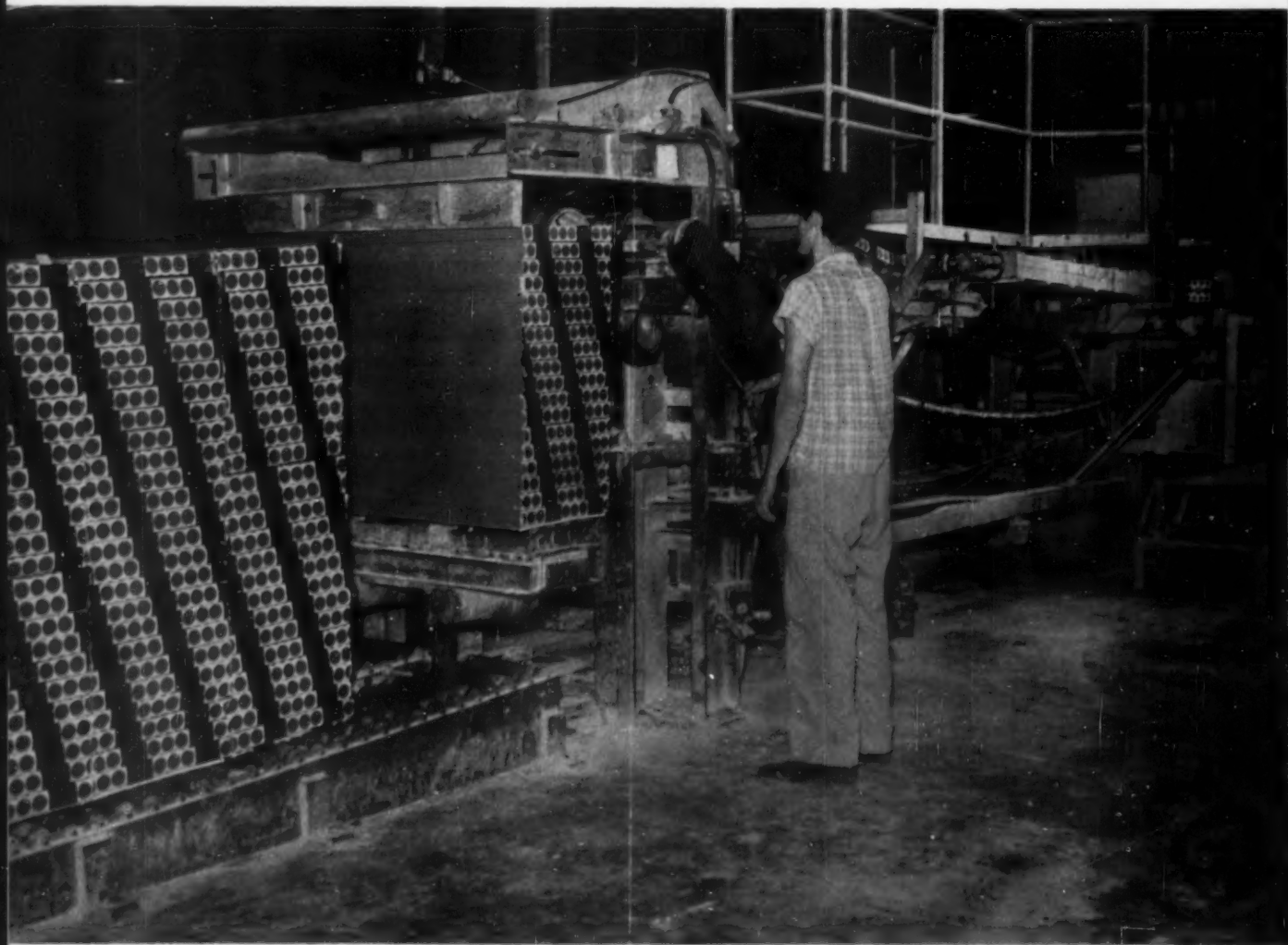


# shipping

## MANAGEMENT

NOVEMBER 1955

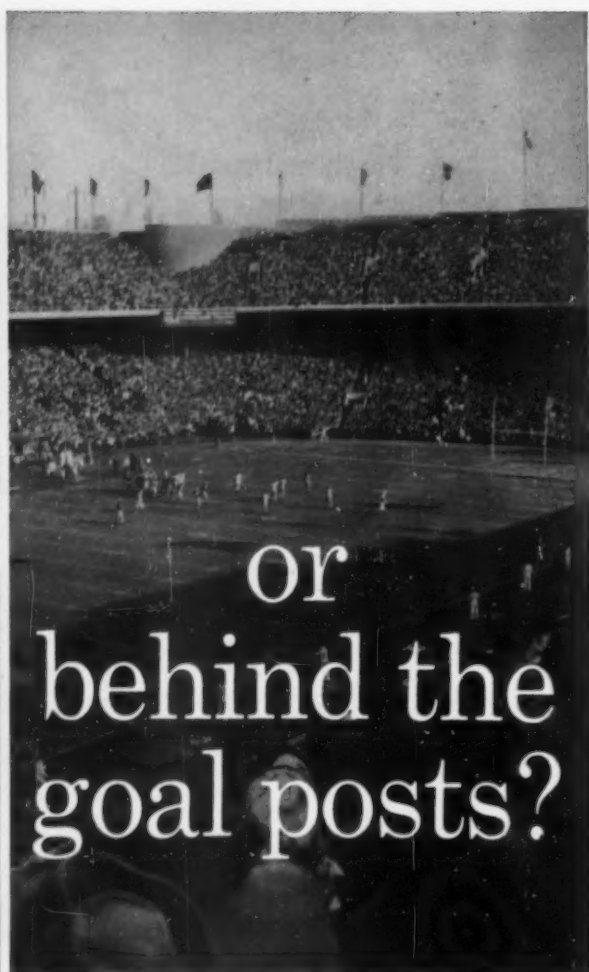
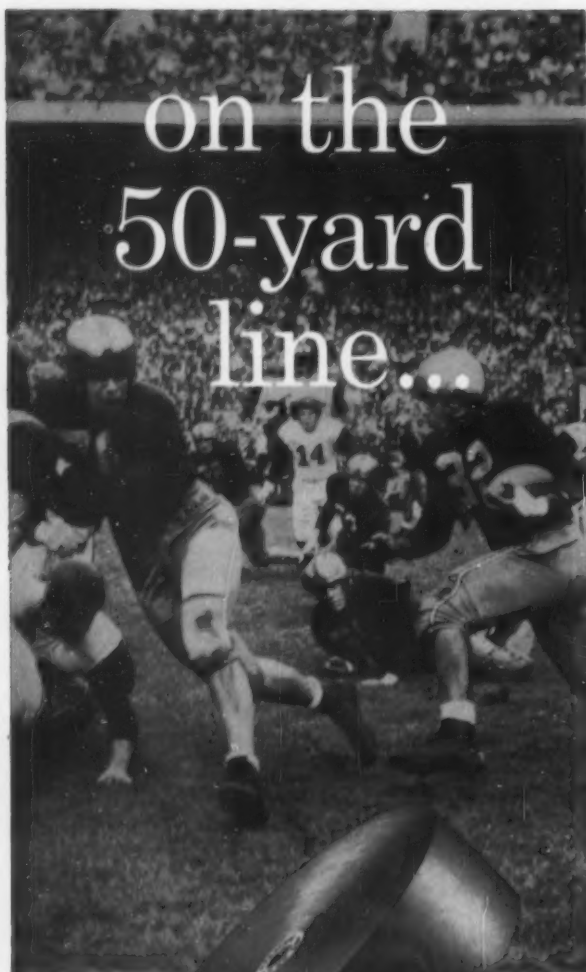
THE "HOW-TO" PUBLICATION OF PACKAGING, TRAFFIC AND SHIPPING



Shipping Management is a practical guide to the shipping of goods by sea, air, and rail. It covers the entire process from the origin of the goods to their final destination, including the selection of the mode of transport, the packing of the goods, the documentation required, and the payment of freight and other charges.

Shipping Management is a practical guide to the shipping of goods by sea, air, and rail. It covers the entire process from the origin of the goods to their final destination, including the selection of the mode of transport, the packing of the goods, the documentation required, and the payment of freight and other charges.

Shipping Management is a practical guide to the shipping of goods by sea, air, and rail. It covers the entire process from the origin of the goods to their final destination, including the selection of the mode of transport, the packing of the goods, the documentation required, and the payment of freight and other charges.



Paying a premium for super-standard tape  
when you can get equal or superior quality in  
**Gilman Gummed Tape**  
at a standard price... is like  
paying for a seat on the 50-yard line  
and sitting behind the goal posts!



Think it over!... If you look for quality, color,  
variety and uniformity—look for a Paper  
Merchant who can supply you with Gilman  
Gummed Tape—uniform quality from the  
beginning of the roll to the end!

Please send us FREE sample roll and Color Swatch Book.

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

INDIVIDUAL \_\_\_\_\_ TITLE \_\_\_\_\_

## GILMAN PAPER COMPANY

The Most Quality Conscious Producer in the Industry  
**630 Fifth Avenue, New York 20, N. Y.**  
**Daily News Bldg., Chicago 6, Ill.**

... for more details check #2 on HELP-O-GRAM card.

**TAKE**

# ADVANTAGE

YOUR AD  
IN 4 COLORS

**...OF THE OTHER SIDE**

**"On-to-Sta"**

- ★ **DOUBLE DUTY ADVERTISING TAPE**
- ★ **SELLS AS IT SEALS!**

It's the happy medium for ad-venturous shippers that makes full use of BOTH SIDES of your sealing tape!

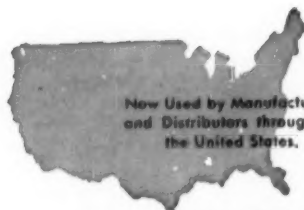


## TOPSIDE: ADVERTISE FREE

- ★ Every carton and package leaving your plant carries your company's name and 4-colorful advertising message in black, blue, red and yellow.
- ★ A 6" sales message can be repeated 300,000 times in a 25 carton order.
- ★ Our creative art staff will prepare distinctive designs to fit your specific need. Free ideas and sketches submitted with 25 carton orders.

## UNDERSIDE: SEALS SECURELY

- ★ Your Packages are padlocked and pilferage-proof . . . assured by "On-to-Sta's" top quality, tightly-gripping gummed tape.
- ★ Dust and dampness are locked out.
- ★ Top quality Kraft sealing tape: easy to apply, non-curling, uniformly tenacious.



Now Used by Manufacturers  
and Distributors throughout  
the United States.

ASK YOUR LOCAL JOBBER ABOUT ATLANTIC'S 4-COLOR  
ADVERTISING TAPE OR CONTACT US DIRECTLY.

. . . for more details check #26 on HELP-O-GRAM card

MEN — METHODS — MATERIALS

**ATLANTIC** GUMMED PAPER CORPORATION  
PRINTED TAPE DIVISION  
1 MAIN STREET • BROOKLYN 1, N.Y.

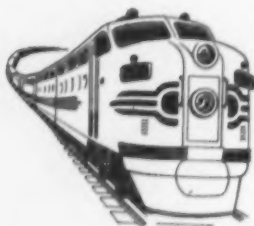
BRANCH OFFICES: PHILADELPHIA • PITTSBURGH • CHICAGO • BUFFALO • BOSTON • HAYAMA

# FOR BETTER SHIPPING

Receive practical, illustrated literature about the latest improvements and developments in shipping room supplies, devices and equipment as described below . . . important data every shipping room manager should keep on file — readily available for instant reference. The HELP-O-GRAM reply card adjacent to this page is for your use. Just check the appropriate box on the prepaid HELP-O-GRAM business reply card and drop it in the mail box. The material will be sent to you at once with no obligation on your part.

**SPEED MAILING** department flow and end weighing bottlenecks by using this new mailing scale. Just put your package on the scale, press the zone key, and presto—the correct amount registers. For **FREE DEMONSTRATIONS** or **DESCRIPTIVE LITERATURE**, check 1.

**QUALITY GUMMED TAPE** that offers color variety and uniformity is what you look for in a tape. For **FREE SAMPLE ROLL** and **Color Swatch Book**, check 2.



**FOUNTAIN STENCIL BRUSH** provides dependable stenciling and marking. Has a controlled automatic ink feed and works fast. Check 3 for **FREE** literature.

**PUSH A BUTTON** and get the exact tape you need. Actual reports show a 20% to 45% saving in time and tape. Learn about this machine. **FREE TRIAL OFFER** in your plant by checking 4.

**SHIPPING INFORMATION**—For parcel post, express or freight rates and routing. A simple easy-to-use loose-leaf guide frequently revised. For free information check 5.

**MULTI-PURPOSE CONTAINER** answers materials handling problems on production line . . . interplant parts transportation . . . as storage bin . . . as knockdown, reusable container. **DETAILS FREE**, check 6.

**IMPROVED CUSHIONING** gives you the maximum interior cushioning protection available and fits nearly any product or assortment you can name. For **FREE INFORMATION** on how to **SAVE MONEY** on packaging just check 7.

**FREE 10 DAY TRIAL OFFER**. Check No. 8 on the card and learn how you can try this label gluer in your own plant under your own working conditions with absolutely no obligation. You will also receive details of this system of tying your labeling in with your office and invoicing procedure, saving time and money, and eliminating error. This hand operating label gluer will enable you to do every type of labeling job at a saving.

**ONE-HAND TACKING** is faster and cheaper. This product has rapid gripping action and take-up jaw for low maintenance. 36 different models and 80 staple sizes for any use. Check 9 for **FREE BOOKLET**.

**LOW COST SEALER** offered by manufacturer was two years in the making. Has all the features of heavy duty machines with one exception: the price. Features include, visual auxiliary water reservoir, feed stop for predetermined lengths up to 30", dispenses 1" to 3" width tape. For **FREE BOOKLETS** check 10.

**USEFUL WALL CHART** handily answers questions about new postal rates and all other mailing info. The 4th Class Rates cover latest revision. Receive **FREE CHART**: check 11.

**CONTAINER CONSTRUCTION** shows you how this type compares to your present box and what advantages you may derive from switching. Check 12 and receive **FREE BOOK** outlining 24 case studies.

**ALL-AROUND PROTECTION** against moisture is offered by these water-proof papers made in conformity with government specifications. They are outstanding for wrapping, covering and car lining purposes. For **FREE INFORMATION**, check 13.

**LOW-COST** method of addressing multiple shipments, no labels to type or fasten to the carton. For **FREE** brochure, check 14.

**SAVE 67%** packing manhours through a free study of your packaging requirements by a leading box manufacturer. Sample packing also offered. To get in on this, check 15.

**TESTED GUMMED TAPE** wins awards with its time and money saving properties. Exhaustive tests have certified the quality of this product that will help reduce your damage claim. For **FREE TRIAL ROLL**, check 16.

**AUTOMATIC TACKERS** . . . that offer speedy, one hand operation enable you to do more work with fewer workers. This company offers a wide range of air, gun and hand tackers and has a money-saving **FREE** maintenance service. For complete story **FREE**, check 17.

**CUT CARTON COST** by covering old shipping marks. This amazing product dries quickly to the carton color. You can stencil, tape or mark right over it. **FREE DATA**: check 18.

**FOR PROMOTION** of products, dressing up cartons, instructions on how to open the carton or use the product, and words of caution, use this "Talking Tape." Messages are imprinted directly on the sealing tape. For free details, check 19.

**"STOP LABELING WITH DOLLAR BILLS."** This is the intriguing title of a **FREE** 4-page folder that tells you exactly how to do it . . . how to speed up attaching labels to packages, glass, metal, wood, steel, etc., and how to save by using ungummed labels. This folder can save you thousands of dollars, so be sure to check No. 20.

**SPECIALLY DESIGNED INK** for the shipping room enables you to save money and at the same time facilitate the handling of your shipments. **FREE** Guide by checking 21.

**HERE'S THE ANSWER** to your identification problems. A new type stencil which will also speed your product handling. Also, cuts down shipping loss and delays. For **FREE** stencil cut with your name and address plus information check 22.



**USE REINFORCED** gummed tape to cut sealing time. Only two strips are used because the tape is backed with rayon yarns . . . the same yarn used in the best auto tires for superior shock absorbance. **FREE SAMPLES** by checking 23.

**CUT LABELING COSTS 30%** with new machines that unskilled operators can master handily. No adjustments required for varied shaped labels. **FREE INFO**: check 24.

**FREE** Industrial Crayon Guide is available now. It can give you valuable advice on what types of crayons can fill your needs in marking barrels, boxes, cartons, cases, and shipping containers. Check No. 25.

**EYE-APPEAL GUMMED TAPE** means sales appeal and it can be yours by using four-color printed kraft. Firm's art staff will prepare art work for your own needs. Data **FREE**, just check 26.



## Keep Up-to-the Minute with all the facts in the 1955



Only \$3.00

Here's a working manual you can depend on to learn new efficiencies in military packing; shipping department management; loading & handling; analyses of products and their packaging; testing; new methods and techniques; traffic routes . . . a practical encyclopedia in every branch of shipping and traffic management! The most important shipping, packing and traffic executives turn to **BETTER SHIPPING MANUAL** daily as their best guide to efficient operations.

*This book selling for \$3.00 is guaranteed, or money refunded.*

FILL OUT HANDY ORDER COUPON

11-55

SHIPPING MANAGEMENT, INC.  
425 Fourth Ave., New York 16, N. Y.

Send me a copy of  
**BETTER SHIPPING MANUAL**

I enclose \$3 ☐ or bill me. ☐

Name

Position

Company

Address

MEN — METHODS — MATERIALS

## Choose the right packaging closure the way you buy a truck!



**I**N TRUCKS, it's the type of *performance* you need that decides your ultimate choice. In packaging too, the needs of your particular operation should decide the closure you use. Hudson has an improvement to give you more speed, more efficiency, more protection, and more economy too! Select the product you want to free test and let us send you a sample:

**FASTWELD** for speed in two-strip\* production line sealing—for overall center seam protection that beats stapling, stitching or gluing. The fastest closure possible, and the biggest labor-saver. Reinforced in both directions with Fiberglas®, *Fastweld* comes to you with an extra heavy coat of Hudson's exclusive adhesive—*Supple-ized*® for easier handling.

\* Authorized by amended U.F.C. Rule 41

**BLUE RIBBON** for speed in complete closure. The quality tape with incredible speed of adhesion. Just one fast sweep of the hands and you get a tighter, more permanent seal against dust, smoke, moisture, vermin. The secret—Hudson's exclusive adhesive, *Supple-ized* to give you instant full-depth moistening . . . quicker, better sealing.

**ORANGE CORE** for economical standard sealing. Every inch on every roll sticks with the same bulldog grip because Hudson controls all its ingredients. Hundreds of thousands of users depend on *Orange Core's* consistently superior quality and have made it the world's largest selling gummed sealing tape.

Quality Products by

**Hudson**  
PULP & PAPER CORP.

477 Madison Ave., New York 22, N. Y.



**P.S.**

On your  
letterhead—write  
Dept. SM 11 and tell us  
which product you want  
to free-test . . . *Fastweld*,  
*Blue Ribbon*, or *Orange Core*!

. . . for more details check #16 on **HELP-O-GRAM** card

# PACKING A PUNCH

THE AIR MATERIEL COMMAND recently proved that research can pay off. The Air Force's purchasing organization completed the first phase of its classification of some 850,000 items for freight description which will reduce transportation costs by several million dollars a year.

As an example of the savings possible, AMC said that an actuator which might have been described in the past for shipment as an airplane part, would cost \$15.29 a hundred pounds to ship it from New York to Los Angeles. This actuator can now be defined as an electric motor and would be shipped on the same route for only \$8.66. The reason is that airplane parts are charged one-and-a-half times the first class freight rate while an article described as an electric motor costs only 85 percent of the first class rate.

It took the Air Force men to read between the lines of the rules and regulations of air, rail and over-the-road shipping agencies in order to trim down costs. This case shows how private companies could benefit by undertaking similar research projects. Undoubtedly, research is expensive but its results can yield economies all along the line.

★ ★ ★

**COST IS THE** deciding factor in determining whether an industry elects to use the services of a contract carrier or its own private trucks, the American Trucking Associations' Con-  
(Continued on Page 21)

## PHOTO-OF-THE-MONTH

The photo on this month's SHIPPING MANAGEMENT cover shows an automatic Gypsum lath bundling and gummed taping machine at the Long Beach, California, plant of Kaiser Gypsum Company, Inc. The bundle is entirely dependent upon gummed tape to stay together.

Lath is moved from the dryer by a conveyor system and made up in bundles of five. Mounted to each side of the conveyor are rolls of Crown Zellerbach's 4-inch 60 lb. imprinted white Flash-Tite gummed tape which is moistened by sponges. Upon contact, the moving bundles force the rolls of tape to rotate and each bundle is automatically sealed on both ends as it passes the tape.

The company has always used the taping process, with the exception of a six months period when stapling was tried. This did not prove satisfactory because lathers found that the staples were difficult to remove when  
(Continued on Page 21)

NOVEMBER, 1955

# shipping MANAGEMENT

Vol. 20—No. 11

## CONTENTS

|  |    |
|--|----|
| For Better Shipping .....  | 4  |
| Packing A Punch .....  | 6  |
| Photo of The Month .....   | 6  |
| Traffic Departments Can Boost Sales in 12 Ways .....                       | 7  |
| Automation Sparks Mennen's Packing, Shipping<br>And Warehousing .....      | 8  |
| "Listen, Mr. Traffic Manager" .....  | 10 |
| Traffic Tower .....  | 10 |
| Tuning In .....  | 11 |
| 1955 SIPMHE Competition Produces Outstanding<br>Crop of Prizewinners ..... | 12 |
| New Products, Ideas and Services .....                                     | 16 |
| News and Promotions of Companies and Associations....                      | 18 |

SYLVAN HOFFMAN  
President

ROBERT M. HOFFMAN  
Executive Vice-Pres.

STANLEY R. KERMISH  
Vice-President

JOSEPH H. FRIEDMAN  
Editor

ARTHUR KUSHNER  
Associate Editor

FRANK WOODS  
Eastern Advertising Mgr.

E. B. MEYER  
Production Manager

FRED FEDER  
Ass't. General Manager

Published 10th of each month by Shipping Management, Inc., 425 Fourth Avenue, New York 16, N.Y. Telephone MUrray Hill 3-6280-1.

HARRY HEARST, Western Manager  
549 W. Randolph St., Chicago, Ill. CE. 6-5164.

Pacific Office: J. O. Hodges, 479 S. Holt Ave.,  
Los Angeles 48, Calif. BRadshaw 2-3935.

Southern Office: Hal Moore, 279 North East  
79th Street, Miami 38, Fla. Day Phone:  
82-3624; Night Phone: PLaza 8-5516.

Subscription price \$3.00 per year in United States, its possessions and Canada. All other countries, \$4.00 per year. Published in U. S. A.

Not responsible for safety of manuscripts or pictures.

A HOFFMAN PUBLICATION

## Traffic Departments Can Boost Sales In 12 Ways

By **WALTER C. PINE**  
Traffic Manager  
The DeLaval Separator Company

**A TRAFFIC DEPARTMENT** of a completely integrated organization that manufactures, sells and distributes its own merchandise, must at all times be in touch with the sales department which requires as much servicing from the traffic standpoint as any of the other departments.

Traffic departments in their daily contacts with the variety of carriers serving industry, are in the best position to aid the salesman and the customer. They must be able to quote, almost upon a moment's notice, freight rates (while some sales executive holds the phone) and must be able to quickly estimate how long it will take a carlot shipment in transit to arrive at destination.

From the standpoint of commercial distribution, it might be said that the sales department is the originator of all business transactions and that all shipments of merchandise sold originate with the signing of a sales contract or purchase order.

Under these circumstances, it is important to fully service the

sales department with traffic and transportation requirements for the customers' good will.



**WALTER C. PINE**

In performing these services with proper latitude, traffic can consistently refine and improve the techniques and procedures so that costs can be controlled and reduced as opportunities arise.

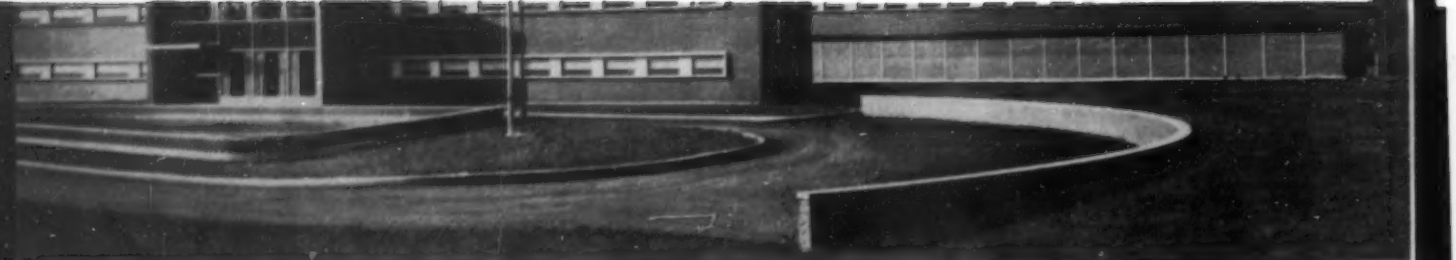
These cost controls can benefit sales with an ultimately lower delivery price, which in turn aids the salesman in closing orders.

In cooperation with the sales department, it is well to recognize that no sale is complete, nor is the customer properly served until the supplier has "delivered the goods."

To be more specific, close attention to the following phases

of everyday traffic activity can accomplish these objectives.

1. Furnishing information to aid in developing areas with favorable freight rates.
  2. Quoting rates to determine most the desirable unit of sales.
  3. Furnishing information on competitors' freight rates.
  4. Furnishing rates, routes, class and probable delivery dates on outbound and inbound shipments.
  5. Furnishing information to aid in market surveys.
  6. Building good will thru service to customers.
  7. Tracing, expediting and re-consigning shipments and other such service in transit.
  8. Securing rate adjustments.
  9. Establishing and obtaining "Exception rates" for benefit to the customer.
  10. Developing pool-car arrangements.
  11. Prompt arrival of shipment at a cost consistent with what the traffic will bear.
  12. Proper packaging and type of package arrival in an attractive container and in
- (Continued on Page 21)*



The ultra-modern Mennen Company plant, completed in March, 1953 is as spankingly new in mechanization of shipping and packing as it is in appearance. Modern methods coming close to the ultimate ideal of automation are constantly being introduced.

## Automation Sparks Mennen's Packing, Shipping and Warehousing



WITH AN ULTRA-MODERN PLANT, close attention to package engineering and the latest machinery, the Mennen Company, one of the country's top producers of toiletries for men and babies, has achieved streamlined automation in the packaging, shipping and warehousing fields.

The company's only plant and central headquarters in the United States is a new \$3,000,000 structure, occupying 4½ acres at Morristown, New Jersey. The entire tract comprises 105 acres and includes parking fields and sumptuous grounds.

The plant was completed in March, 1953, and since then it has won widespread recognition for its modern design and up-to-date industrial technology. The 75-year-old company had previously been located at Newark and South Kearny, N. J. The Morristown structure houses the administrative offices, production, manufacturing and research facilities, a packaging room, and a 170,000-square foot shipping center building.

Except for the mailing department where advertising, sales promotion, experimental and other special materials are packed manually, Mennen's shipping operations make extensive use of automatic handling and movement.

The Mennen products start their long trek to market from the second floor of the Morristown building where they are mixed, blended and piped down to the first floor for filling of bottles, tubes and cans. Filling, capping and insertion into cartons are mechanized to the greatest possible extent. The machines even print the advertising message on the outside of the cartons.

Before and after filling, containers are moved on power belts or metal slat conveyors. These are

laid out in a U-shaped pattern so that the same fork lift truck, which brings empty containers and shipping cases, can take away the fully-packed cases.

Packages that are shipped range in size from a small "Baby Bundle" of talcum powders to the 44-pound palletized case. All of the regularly used shipping cases are of the corrugated fibre-board type. However, wood cases are used for export shipments. Only in bulk shipments are containers unit-loaded and steel-strapped.

Containers are never re-used. Packages are closed by automatic case-sealing equipment using liquid adhesives. Paper sealing is resorted to only when absolutely necessary. Mennen uses about 55 sizes of packages for shipping its products.

### 118-Foot Long Conveyor

One of the key features of Mennen's automatic handling is the 118-foot long power conveyor, known as the "order-picking conveyor," which transports shipments directly to trucks waiting at the loading platform. Tied in with a public address system over which orders are called out, this moving steel roller belt has eliminated all manual labor in carrying shipping cases between placement on the conveyor and stacking in the truck. This conveyor has set the pace of all activity within the shipping department; it has sharply reduced working time and it has tremendously increased efficiency.

More than 50 percent of the company's sales are shipped to customers direct from the Morristown plant. These shipments are made in full





case quantities only.

For each shipment to be made to the customer from Morristown, the company's order-processing unit prepares a "shipment authorization." When this form reaches the warehouse, the supervisor in the control station uses a microphone and amplifier to call out quantities of items. Hearing these calls over the loudspeaker, employees working along the pallet rollers place cases of the different products on the conveyor as requested. Empty pallets can be removed from the rollers and replaced by loaded pallets in a matter of seconds. The skids of the lifts are designed so that



At intervals a voice booms over the loudspeaker system in the warehousing section of the Mennen plant. A new order is going out from the control point at the "order picking conveyor." The shipping supervisor is shown above at his microphone near the conveyor.

Clerks in various parts of the warehouse then select the merchandise, place it on the conveyor line, as at left, and send it on its way. Note one clerk stencil stamping the components of the order. The announcing stand is located just behind this clerk.

order-pickers can work at waist level without bending and reaching. Merchandise is kept flowing all day long on the pallet rollers and the conveyor line through constant transfers of cases by fork-lifts from the warehouse area.

While cases are moving down the powered "order-picking conveyor," they are marked by means of a disposable stencil in a hand applicator operated by one man. Afterwards those cases that are part of large shipments, move on the conveyor directly to the shipping platform and into trucks.

Arrival of the pick-up truck is scheduled in advance when there are multiple shipments for one trucking line. Direct movement of the shipping cases into the truck is accomplished by an overhead bypass conveyor and a complement of portable roller skate conveyor equipment.

Where shipments are in smaller volume and truck pick-ups can't be scheduled in advance, as

*(Continued on Page 27)*



The mailing department, shown here, is adjacent to the shipping center. This department handles the packaging, addressing and mailing of more than 500,000 samples each year. Each of the three girls in this section handles by herself the whole operation of packing, sealing and taping the package. A conveyor takes the packages from the packing center (foreground) to the postage meter machine, (background). Note neat disposition of wrapping paper, folding cartons, gummed tape machines. Samples of every product Mennen manufactures are to be found in the bins behind the girls and under the counters in this room.



ONE of the main problems facing almost every shipping department, particularly those whose products tend to be of a seasonal nature, is that of stability of employment. Now this has nothing to do with the actual mechanics of traffic or shipping, but it is one of the more serious problems confronting traffic men today.

Productivity of shipping room employees is based largely on the individual output, that is the physical output. There are incentive systems and bonus systems put into some of the larger concerns which definitely increase the productivity per individual, but by and large, most shipping departments depend on the effort of an individual and his attitude toward his work. Because of this, security can be a major factor in maintaining a high level of effort on each one in the shipping department.

Many companies have peak periods of shipping activity, some in the spring, many in the summer, and it goes without saying that a large number of concerns have a higher volume of output during the third quarter months of the year for the Christmas season.

If a company hires employees to take care of these peak period demands and then releases them, it is obvious that the efficiency of the department suffers. Not only will the employees hired for these peak periods tend to put less effort into their jobs because they fear layoff within a few months, but also the regular employees may have some sense of insecurity and will follow the trend of the less productive workers.

The first step in correcting

this situation is for the traffic manager or the shipping foreman to sit down and try to analyze the actual manpower and manhours for these peak loads. This can be done on any simple basis such as relating the units shipped per day to manhours and arriving at the number of men needed for any operation at any estimated time.

### Three Alternatives

Now to take up the slack. There are three ways which can be used to stabilize the employment level of a traffic department, or we should say, a shipping department.

The first and most commonly used is overtime. Once a full-

time crew has been established, that is, the number of people normally required to carry on the activities during the average time, it then becomes necessary to use our chart on units versus manhours to determine if, by the use of overtime, the additional work load can be handled. If it is determined that without excessive overtime, and by excessive we mean over 50 hours per week, the work load can be accomplished, then this, in all probability, is the most feasible method.

In direct labor cost this might seem more expensive than hiring temporary employees, but we feel sure that when the hidden costs such as social security and old age benefits, retirement funds, etc. are considered, that it will be found that overtime could conceivably be the cheaper method, provided it is used on a short cycle basis and not as

(Continued on Page 22)



BRISTOL-MYERS Products Division has appointed David M. Daly as Traffic Director, according to an announcement by William M. Bristol, III, vice president in charge of production.

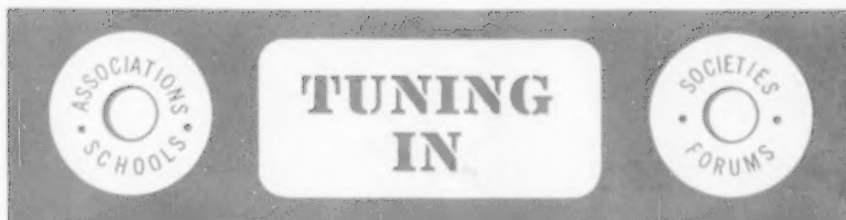


DAVID M DALY

Mr. Daly joined Bristol-Myers in 1941 and has been TM since 1947. He is also serving as chairman of the Drug and Toilet Preparation Traffic Conference.

TRAFFIC CLUB OF GREATER MIAMI in cooperation with the Women's Traffic Club will sponsor their annual Transportation Day on November 5th at the Fontainebleu Hotel. A floor show, dinner and dance are planned. Gen. T. B. Wilson, Deputy Under Secretary for Transportation, U. S. Department of Commerce, will be the guest speaker. Directing arrangements are Paul McRae Averitte and Mrs. Ida Mae White, chairman and co-chairman, respectively.

METROPOLITAN TRAFFIC ASSOCIATION OF NEW YORK installed the following officers at its September 8 meeting: George Ellig, president; Joseph Dowling, first vice president; Walter Dempsey, second vice president; Victor Konz, secretary; Fred Wenk, treasurer; Arthur Allen, financial secretary; Edward Heskin, John Hogan and Vincent Scarpinito, board of governors.



### **A.S.M.E. Aviation Division To Discuss Air Cargo Operations**

A look ahead to the future of air cargo and all associated operations from shipper to customer will highlight the technical sessions of the 1955 Aviation Division Meeting, American Society of Mechanical Engineers, in Chicago on November 14, it was announced by F. T. Harrington, chairman of the Division's Executive Committee.

Tying in with ASME's 75th anniversary meeting, which will run from November 13 through 18, the Aviation Division program will feature an address on "Air Freight — A Blueprint for 1965" by John C. Emery, president of Emery Air Freight Corporation. J. C. Allen, general traffic manager of Sears, Roebuck and Co., is chairman of the program, and James M. Glod, director of cargo services for American Airlines, is vice chairman.

### **American Trucking Ass'ns Hold Convention and National Roadeo**

An address by Howard Pyle, Administrative Assistant to President Eisenhower, and the championship finals of the National Truck Roadeo, were the major highlights of the 22nd annual convention of the American Trucking Associations, October 16-21 at Washington, D. C.

Some 2,000 top trucking executives attended this year's convention. Other key speakers were James K. Knudson, former ICC Commissioner, and Josh Lee, member of the Civil Aeronautics Board. The Roadeo featured truck-driving champions from 18 states who maneuvered their vehicles through most difficult courses.

### **Standards for Steel Shipping Containers Recommended by Institute**

With the aim of effecting economies in production, handling and shipping, the Steel Shipping Container Institute has recommended three universal standards for steel container specifications.

The new specifications are for 55-gallon drums conforming to Inter-state Commerce Commission regulations 5B, 17C and 7H, which cover the shipment of regulatory, or dangerous, products. ICC-5B and ICC-17 cover tight-head drums for the shipment of liquid products; ICC-17H covers a

fully-removable-head drum for the shipment of solid or semi-solid products.

The new specifications are the first additions to recommended universal standards published by the SSCI in October, 1954. They have been approved by the Metal Packages Committee of the Manufacturing Chemists' Association, the Petroleum Packaging Committee of the Packaging Institute and the Bureau of Explosives, Association of American Railroads. They are also being published as Federal Specification PPP-D-729, Amendment 1.

Detailed specifications are generally available to container users upon request to the Steel Shipping Container Institute, 600 Fifth Avenue, New York 20, N. Y.

### **Canadian G. E. to Present Story of Packing And Shipping Operations at Toronto Show**

Packaging in all of its ramifications will be illustrated through exhibits and sessions at the 4th Canadian National Packaging Exposition, November 8-10 at Toronto.

The total exhibit space will be 50,000 square feet and the 300 exhibits will present the latest developments in machinery, methods and materials.

Events at the exposition will be highlighted by a day-long series of sessions on November 9, devoted to Canadian General Electric's "Story on Packaging, Packing and Materials Handling." Among the points to be discussed will be: Corrugated pack for electrical appliances, package testing of television sets, integration and mechanization of packaging, handling and warehousing functions, protection against corrosion, cushioning data, and palletization.

### **Illinois SIPMHE Hears Talk On Problems in Corrugated Field**

"Corrugated Confidential" was the subject of a talk given by Fred W. Oldenburg, vice president and director of sales, American Box Board Company, at a meeting of the Illinois Division of SIPMHE on October 29. Mr. Oldenburg reminisced on the many problems that have arisen since 1919 when he entered the corrugated field. In addition, a "Cost Cutting Case History" was

*(Continued on Page 27)*



# 1955 SIPMHE Show Produces Outstanding Crop of Prizewinners

THE TENTH ANNUAL EXPOSITION of the Society of Industrial Packaging and Materials Handling Engineers (SIPMHE) went into the record books as the most successful meeting in its history. The show took place at Kingsbridge Armory, New York, September 19-22.

Fully registered attendance at the Exposition went to some 8,000 persons from all echelons of American industry and commerce. Registrations at the technical short course conducted under the auspices of the Office of Special Services, New York University, totalled 425.

"These attendance figures, while not attested to by IBM—which we have done annually at a later date," said C. J. Carney Jr., Managing Director of SIPMHE, "do represent our most successful operation yet, exceeding all of our expectations. Virtually everything went according to plan. It can best be described as a 'trial run' for several features that will affect our future planning."

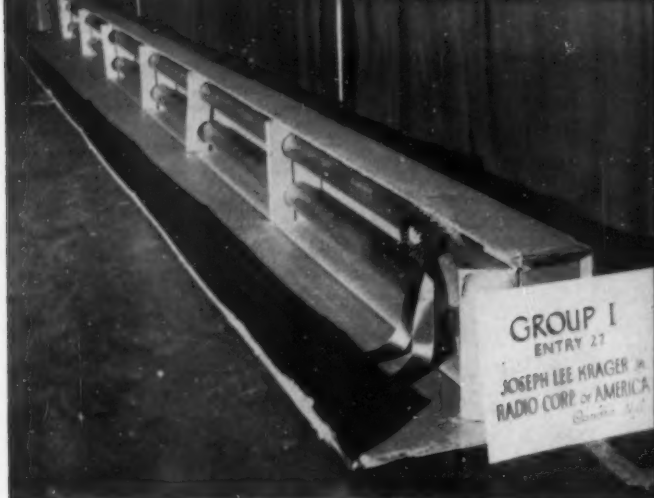
Mr. Carney announced that the 1956 SIPMHE Convention will be held at Kiel Auditorium in St. Louis on October 23 through October 25. The annual technical short course will be held under the auspices of St. Louis University.

Eighteen daily sessions, September 19 through September 21, were conducted at the Short Course on the NYU campus and the list of speakers represented the elite of the industrial world while nearly every state in the Union was represented among the registrants.

The Exposition was the first to be staged by the Society in New York and the industries and commercial enterprises of the East were well represented among the visitors.

One of the highlights of the program was the annual Protective Packaging and Materials Handling Competition, an industry-wide event that ranged the complete field, in seven basic categories, from safety to speedup of delivered products. First, second and third cash prizes were

(Continued on Page 26)



Corrugated or Solid Fibre Boxes  
Product packed: BC Transmission Line  
How shipped: Domestic and export carriers.  
Advantages: Lightweight, affords ease in packaging and unpacking operations; easier to handle in warehousing and shipping operations.  
Dimensions: 244" L x 11-7/8" W x 5-7/8" D.  
Weight of contents: 110 lbs. net.  
Shipping weight: 145 lbs. gross.  
This entry also won for Mr. Krager the Irving S. Stoller Award for outstanding achievement in the development of interior packaging.

## WANT TO ENTER NEXT YEAR? HERE'S THE BASIS OF JUDGING

Presented on these pages is a cross-section of the award winners in this year's National Protective Packaging and Materials Handling Competition sponsored by SIPMHE. The reasons why each of these winning entries was selected for top honors are given in the captions beneath the photos. It is hoped that this presentation will give the readers of SHIPPING MANAGEMENT ample ideas not only as to how to improve their day-to-day packaging operations but also as to entries in the 1956 Competition.

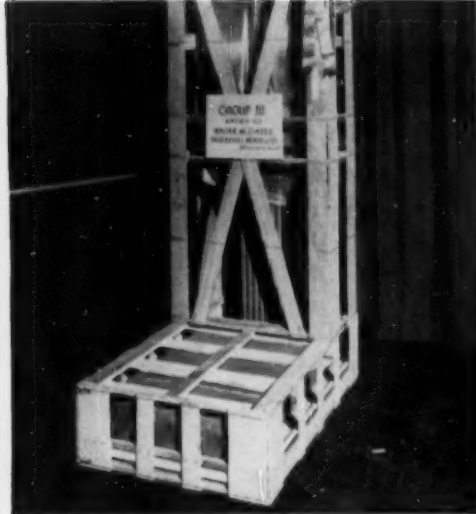
Each year, the nation's leading designers and engineers of protective packaging and allied materials handling techniques enter into open competition against each other for national recognition of their ability to serve commerce and industry. Entries are submitted in the following seven basic classifications: Corrugated or solid fibre containers; nailed wood boxes and crates; wirebound boxes and crates; cleated panel boxes; general packaging; export packages; and materials handling.

The expenses of the Competition, including cash prizes, are underwritten by the Society in cooperation with various interested groups. Entries are accepted from both members and non-members of SIPMHE. Basic requirements must be met by each entrant and these are set forth in rules and regulations which govern the Competition.

The competition judges are men active in all phases of packaging and handling work. They are selected on the basis of their reputation for ability, integrity and technical background. Competition judges have sole responsibility for the acceptance or rejection of any entry. All decisions of the judges are final and not subject to question.

All entries must be submitted by an individual  
(Continued on Page 26)

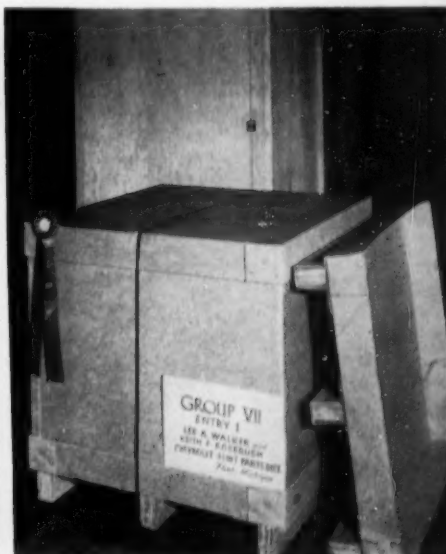




**Nailed Wood Boxes and Crates.**  
**Product**—Lubricant applicator with hose and stand.  
**Shipped** direct to user and warehoused.  
**Advantages of method**—Re-usable container facilitates movement from one location to another. Has reduced complaints regarding difficulty of transporting equipment. Numerous shipments have been made to Canada, South America, Australia with no record of any damage even after lengthy re-use.  
**Dimensions**—26" x 18" x 51".  
**Weight of contents**—97 lbs.  
**Shipping weight**—182 lbs.

**Wirebound Boxes and Crates**  
**Product** packed, portable weighing machine.  
**Warehoused and shipped** direct to user: inter-plant and via domestic carrier.  
**Advantages of method**—Reduced crating time, shipping weight, and costs; crate can be salvaged; arrives at customer ready for use. Has reduced damage and effected 33% savings in costs and 22% in shipping weight.  
**Dimensions**—75 1/4 x 29 1/2 x 45 1/4 (base), 16 1/4 (dial).  
**Weight of contents**—396 lbs.  
**Shipping weight**—470 pounds.

**Cleated Panel Boxes**  
**Product** packed—Thyratron, Receiver.  
**Shipped** direct to commercial or military user via both domestic and export carrier.  
**Advantages of method**—Reduction of loss and damage to zero has resulted. Damage reduced 25% to zero; cost, 33-1/3%; Weight and cube, 65%. Former container cost for single unit—\$11. Cost for three units now about \$23.50. Container can be re-used.  
**Dimensions**—30" x 26" x 18".  
**Weight of contents**—72 lbs. for three receivers.  
**Shipping weight**—115 lbs.



**General**  
**Product** packed—Equaltrol (automatic gain control for community antenna systems).  
**Shipped** direct to user by domestic carrier.  
**Advantages of method**—New type of sponge rubber shock isolator reduces shocks during shipping and handling. Unit is specially calibrated. About \$100 per unit saved in recalibration. Boxes are reused if outer box is damaged, shock isolators are reused for new package. Cost of pack is about 50% lower than an equivalent rubberized fiber cushioned pack.  
**Dimensions**: 24 1/2" x 17 1/4" x 14".  
**Weight of contents**—32 lbs.  
**Shipping weight**—45 pounds.

**Export Packages**  
**Product** packed—Signal Date Reproducer.  
**Cleated plywood box** mounted on a heavy skid base of sawed lumber. Held down on plywood base with steel straps.  
**Plywood base** is floated with steel spring mounts and one other cushioning material. Package wholly encased in transparent film wrap.  
**Further details** unavailable because of loss of official entry blank.

**Materials Handling**  
**Product** packed—Automotive Replacement Parts.  
**How shipped or handled**—A domestic type pallet.  
**Advantages of method**—Reduced freight and labor costs. Substantial savings in storage cube, disposable, K-D construction throughout. Has reduced over-all pallet costs by 46.6%. Eliminates problem of returnable pallets; simple in design.  
**Dimensions**—32' x 32' x 29 1/2".  
**Weight of contents**—Maximum loads to 1,000 lbs.  
**Shipping weight**—17 lbs.

# MAIN PRIZE WINNERS OF SIPMHE COMPETITION:

| Group | Entrant                | Company   |  |
|-------|------------------------|---|--|
| I.    | Joseph Lee Krager, Jr. | Radio Corporation of America, Camden, N. J.                     | V. Ernest R. Highlander                          |
| II.   | Breo Freeman, Jr.      | Specifications Packaging and Engineering Corp., Burbank, Calif. | VI. H. A. Kilmer                                 |
| III.  | Walter M. Bates        | Fairbanks, Morse & Co., St. Johnsbury, Vt.                      | VII. Lee A. Walker and Keith F. Rosebush         |
| IV.   | Robert Salembier, Jr.  | Specifications Packaging and Engineering Corp.                  |  |
|       |                        |   | Entron, Inc., Bladensburg, Md.                   |
|       |                        |   | North American Aviation, Downey, Calif.          |
|       |                        |   | Chevrolet-Flint Parts Distribution, Flint, Mich. |

Please turn page for pictures of 2nd and 3rd prizewinners.

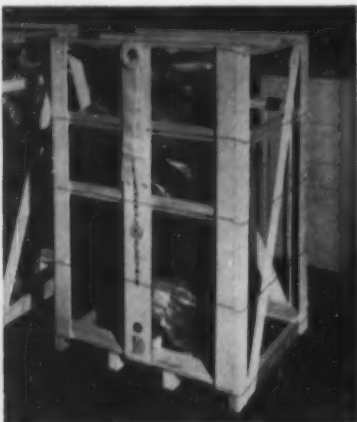


#### Group 1—Corrugated or Solid Fibre Boxes

2nd Prize—Panoramic windshield, Wilburn Crouch, GMC Truck and Coach Div., General Motors Corp., Plant #4, Pontiac, Mich.  
3rd Prize—Oil burner control, Edward A. Hoyer, Minneapolis-Honeywell Co., Minneapolis, Minn.

#### Group 2—Nailed Wood Boxes and Crates

2nd Prize—Complete truck engine, Wilburn Crouch, GMC Truck and Coach Division, General Motors Corp., Plant #4, Pontiac, Mich.  
3rd Prize—Automatic hose reel unit, Stephen P. Beard, Flight Refuelling Inc., Baltimore, Md.

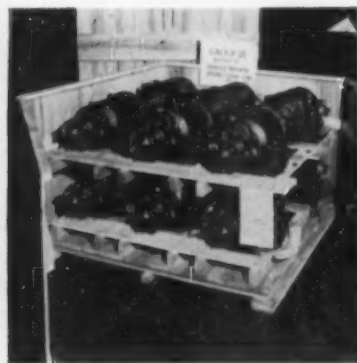


#### Group 3—Wirebound Boxes and Crates

2nd Prize—V-8 short engine assembly, Donald S. Millman, Chevrolet-Flint Parts Distribution Dept., Flint, Mich.  
3rd Prize—Transformers, S. L. Rowley, Jr., General Electric Co., Pittsfield, Mass.

#### Group 4—Cleated Panel Boxes

2nd Prize—Turbine-driven fuel pump, Charles B. Smith, Thompson Products Inc., Cleveland, O.  
3rd Prize—Lower nose panel, L. Lamar Gough, Douglas Aircraft Co., Long Beach, Calif.



#### Group 5—General

2nd Prize—Aircraft radar equipment, Richard N. Masko, Radio Corporation of America, Camden, N. J.  
3rd Prize—60 KV alternator drive, John W. Kraus, Thompson Products Inc., Cleveland, O.

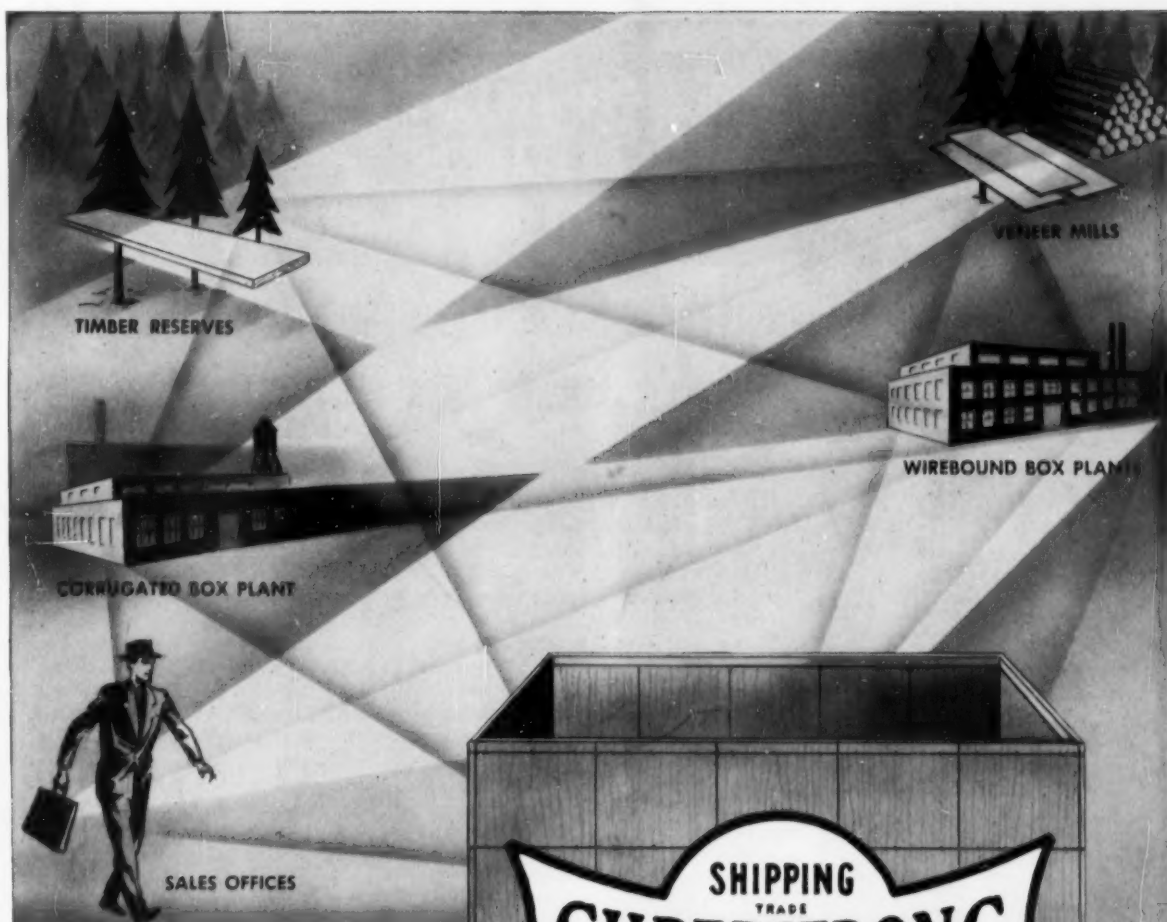
#### Group 6—Export Packages

2nd Prize—Multi-unit package for 12 automatic transmissions for foreign cars, Harold Freeman, Jerome F. Gould Corp., Brooklyn, N.Y.  
3rd Prize—Entry 7—Guided missile, Thomas R. Major and Philip A. Gelber, Naval Air Experiment Station, Philadelphia.

#### Group 7—Materials Handling

2nd Prize—Automobile Brake, Earl K. Gustin, Bendix Products Division, Bendix Aviation Corp., South Bend, Indiana.  
3rd Prize—Aluminum, Narrow Width, Light Gauge Coils, J. V. Hillis and E. B. Garner, Reynolds Metals Co., Richmond, Va.





a century of  
experience behind  
the  
**SUPERSTRONG**  
symbol

SUPERSTRONG stands for timber reserves...saw mills...veneur mills...wirebound, wooden and corrugated box plants...sales offices in many cities. This ownership and control of all materials and facilities — plus the tested experience and reliability of ONE HUNDRED YEARS — assure you of an ample supply of accurately designed and correctly manufactured shipping containers at all times. Be sure...specify SUPERSTRONG.



**RATHBORNE, HAIR AND RIDGWAY BOX CO.**  
1440 WEST 21st PLACE • CHICAGO 8, ILLINOIS

... for more details check #6 on HELP-O-GRAM card.

# NEW

# PRODUCTS IDEAS SERVICES

## FOR NOVEMBER, 1955

### Stencil Roller

The new Universal "Roll-A-Stencil" is an advanced design stencil roller for application of stenciled addresses or marks directly onto shipping containers. Application requires only one stroke over the stencil.



Special feature is the twin roller design which produces stenciled impressions of excellent quality using conventional .012 or .015 oil board or metal stencils. Stencils last considerably longer since there is no friction with the rolling action.

A self-contained ink roller that can be inked in 30 seconds supplies enough ink to the stenciling rollers to stencil from 500 to 1,000 average three-line stencil addresses. The "Roll-A-Stencil" is packaged in a set containing ink and pouring spout.

Check #45 on card facing Page 4.

### Catalog on Labels

A catalog in color showing samples of the many different kinds of labels printed by Ever Ready Label Corporation, has just been released. Included are various labels used for shipping purposes such as "Handle With Care," "Fragile," "Express" and "Special Delivery." The booklet also describes a number of tapes and moisteners used for labeling operations.

Check #63 on card facing Page 4.

Right: Some of the prize-winning postmark ads illustrated in Pitney-Bowes' new booklet, "Guide to Postmark Advertising."

### Postmark Ad Booklet

An illustrated "Guide to Postmark Advertising"—the small, poster-like ads that appear alongside postage meter stamps on letters—has been published by Pitney-Bowes, Inc.

The booklet asserts that this advertising medium has more than trebled since World War II when it was used to support "home front" causes. Postmark ads are now carried on nine billion letters and packages a year. Today, it serves chiefly to promote commercial products and services.

Five pages of exhibits in all types of business are followed by a page of three "model" uses of the medium as a "campaign" device. There is also a page of examples of public service advertising. Included in the booklet is a section on "How to Prepare Postmark Ads" with art and layout tips

and advice on how to avoid the pitfalls of having ads rejected as unsuitable for postal, political and other reasons. A concluding section illustrates the various types of postage meters that can print postmark ads.

Check #58 on card facing Page 4.

### Automatic Nailing

A whole new area of the industrial packaging industry has been opened up to the economy of 3-nails-per-second automatic nailing with the introduction of the Trojan-5 Model Auto-Nailer by Auto-Nailer Company.

This is an entirely new machine of all-welded steel construction, featuring a longer nail and improved controls for still faster change-overs from one type job to another. For quiet operation, the Trojan-5 employs

(Continued on Page 19)

The image displays a grid of 12 postmark advertisements, each with a ranking label below it:

- 1st PLACE:** A large, irregularly shaped ad for "HALO" hair product, featuring a bottle and the text "★ HALO ★ Glorifies Your HAIR!". To its right is a postage meter stamp for "YOUR TOWN STATE" dated "03".
- 2nd PLACE:** An ad for "swingin' spray" featuring a woman's face and the text "BETTER THAN RAIN! swingin' spray OSCILLATING CANN SPRINKLERS".
- 3rd PLACE:** An ad for eye care featuring a woman's face and the text "For her eyes' sake LIGHT CONDITION YOUR HOME".
- 4th PLACE:** An ad for "DIG HOLES" featuring a shovel and the text "SITTING DOWN".
- 4th PLACE:** An ad for "Old Friar WINES" featuring a man's face and the text "OLD FRIAR WINES".
- 4th PLACE:** An ad for a savings plan featuring a man's face and the text "HOW MUCH DID YOU SAVE THIS MONTH?".
- 5th PLACE:** An ad for "The Villa's" featuring a man's face and the text "Have you tried The Villa's new Ribb safety?".
- 8th PLACE:** An ad for "McHale's" featuring a man's face and the text "Don't you McHale's insurance?".
- 9th PLACE:** An ad for "IF" featuring a man's face and the text "IF you wear clothes you need DE VANCE".
- 10th PLACE:** An ad featuring an eye and the text "Watching every move you make!".





## "Out with the brains!"

*"In the shipping department, you don't knock off until every package is ready for sending to the postoffice. Before we put in the postage meter, I was always the last man to leave. Now I'm out with the brains..."*

A POSTAGE meter can save as much as 40% of the time spent in parcel post mailing... handles the day-end load easily, avoids overtime—and saves plenty of postage.

With a postage meter, you print your own postage. Set the levers, press the bar, and you get the exact amount of postage needed—in one meter stamp, delivered moist or dry.

A meter stamp carries a dated postmark, doesn't need cancelling in the postoffice, often helps your parcels make earlier trains and planes. The same meter can also be used to stamp and seal your letters!

And you do away forever with adhesive

stamps, with separating and sticking stamps, with the stamp box, and postage accounting.

The meter can be set for as much postage as you want to buy at one time, always has the right stamp on hand. Your postage in the meter is always protected from damage, loss or theft—and is automatically accounted for on easy-to-read registers. And you have a smaller stamp inventory—with *less money tied up in postage!*

THERE is a meter model to meet your requirements. Call the nearest Pitney-Bowes office and ask for a demonstration. Or send the coupon for a free illustrated booklet.



PITNEY-BOWES

## Postage Meter

PITNEY-BOWES, INC., Stamford, Conn.

*Originators of metered mail. Leading makers of mailing machines. Branches in 94 principal cities.*

**FREE:** Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.



PITNEY-BOWES, INC.  
2206B Pacific St., Stamford, Conn.

Please send free illustrated booklet ☐ chart ☐ to:

Name \_\_\_\_\_

Address \_\_\_\_\_

... for more details check #11 on HELP-O-GRAM card.

## NEWS- PROMOTIONS

of companies and associations

**HUDSON PULP & PAPER CORP.**, made two personnel changes in its Industrial Products Division, it was announced recently by vice president A. W. Aron.

**Martin Bobman**, previously scheduling manager for the Palatka, Fla., mill, was appointed manager of the Sales Service Department. **Leo Shevins** will work closely with Mr. Bobman as head of the Order and Pricing Department.

★ **H. G. HANLINE CO.**, has purchased a four-story building in Philadelphia. The move was made necessary by the company's recent purchase of patents, rights, title and formulae from the **Binney & Smith Company** of their Alpha and Opalac marking and stenciling inks.

★ **THE SEVEN SANTINI BROTHERS** has appointed Sam Conforti as manager of the new Miami, Fla., branch, it was announced by Godfrey E. Santini, president.

**WEBER ADDRESSING MACHINE CO.** has broken ground for its second new plant within the last eight years at Mount Prospect, Ill. The \$250,000 building will contain 21,000 square feet of floor space with a two-story office section in front and a one-story shop in the rear.



Artist's conception of new building planned by Weber Addressing Machine Co. at Mt. Prospect, Ill.

**ATLAS PLYWOOD CORPORATION'S** Board of Directors has elected five new vice presidents, it was announced by President Robert A. Muller.



Here are four of Atlas Plywood's new vice presidents. Top row, left to right: Douglas M. Cowie and Frank W. Harney. Bottom row: Bert Cole and Charles W. Molesworth.

Named to the vice presidential posts were: **Frank W. Harney**, in charge of operations; **Charles V. Molesworth** in charge of marketing; **Douglas M. Cowie** in charge of manufacturing; **Bert Cole** in charge of sales, and **Stanley R. Venne** in charge of timber and lands.

## Rule 41 Amended To Allow 2-STRIP CENTER-SEAM SEALING

IT ONLY TAKES 2...

CUT COSTS UP TO  $\frac{2}{3}$

With Filament Reinforced Sealing Tapes and the FAMOUS

# DERBY 32-T

Now, instead of using 6 you can use 2 strips of tape to seal *all* cartons for ALL shipments. Of course you'll use the new tough, super-strong filament reinforced tapes to do the job... PLUS a Derby 32-T, filament reinforced tape dispenser. The Derby 32-T was especially designed to dispense tough reinforced sealing tapes quickly,

easily and accurately. Its many, many exclusive features are designed to save you money... result in top flight, long-range performance and dependability.

**Cut Your Shipping Room Costs!**  
Write now, Dept. SM for free booklet about 2 strip sealing and the Derby 32-T

**DERBY SEALERS, INC.**  
DERBY, CONNECTICUT

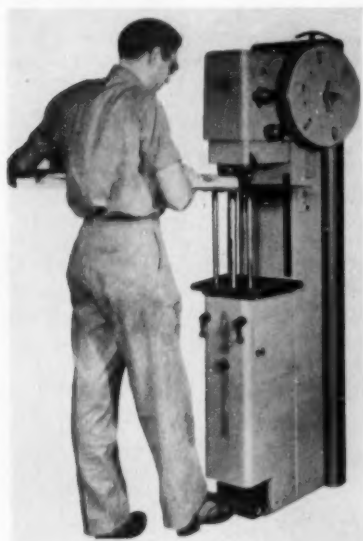


... for more details check #10 on HELP-O-GRAM card

## New Products

(Continued from Page 16)

a V-Belt power transmission. It cuts and drives nails equivalent in length roughly to a five-penny nail, with utmost precision.



Auto-Nailer controls the nail throughout the driving. The manufacturer states that the nails are especially knurled for increased withdrawal resistance and are made of high tensile strength steel for straight driving into dense materials.

The nails are cut from a reel of knurled wire. Nail lengths are instantly adjustable. The machines will clinch or brad the nails when thickness of stock permits. Instantaneous adjustment affords countersinking of nail head from flush to 3/32" countersink.

Check #59 on card facing Page 4.

### Double Coated Tape

Technical Tape Corp. announces the release of its new improved Tuck #404 Double Coated Tissue Tape. This is equipped with an easily removed liner that insures faster and simpler handling. Improved tensile strength, adhesion and flexibility are the main features. Tuck #404 is effective on glass, metal, cloth, plastic and paper surfaces.

Check #60 on card facing Page 4.

### To Preserve Pallets

Fibre disintegration in wood pallet runners because of contact with nails can now be prevented by using Metal Caps introduced by Pallet Sales Corporation.

The metal cap clamps the deckboards to the runners even after the drive screws have lost their holding

you  
can

Pack  
Anything with



SUPERIOR CUSHIONING

PADS & BLANKETS  
and save money, too!

PROTEX pads and blankets give you the maximum interior cushioning protection obtainable and fit virtually any product or assortment you can name! The cost is substantially lower than most other forms of interior cushioning and take only a fraction of the time to pack. Avail yourself of this important money-saving clean method of packing. The protection your products get is superb...resists all forms of shock and protects the finish of the product as well. Ease of packing, availability of ample supplies of packing material on hours notice are important too...you don't have to order far in advance of production or store supplies all out of proportion to their rate of consumption.

**Consult us—** Present your packing problems to us for complete package engineering design and service by experts. We will show you how to improve package performance and save money too!

WRITE, WIRE, OR PHONE US

**AMERICAN EXCELSIOR CORPORATION**

1000 N. Halsted St., Chicago 22, Illinois

**NATIONWIDE SALES & DISTRIBUTION**

... for more details check #27 on HELP-O-GRAM card.

# FREE TRIAL



The Ideal will help  
cut costs in your plant.

Write for  
free trial

to...

# IDEAL

STENCIL MACHINE CO.

108 IOWA AVE.

BELLEVILLE, ILL.

... for more details check #4 on HELP-O-GRAM card.

## WHY IDEAL AUTOMATIC STENCILING CUTS SHIPPING COSTS:

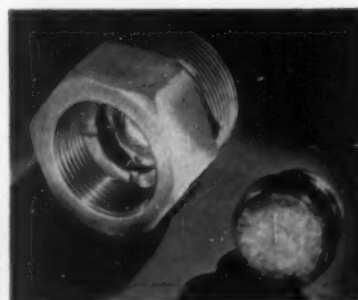
- ▶ Automatic character, word and line spacer increases speed and production.
- ▶ Saves at least 20% in stencil board.
- ▶ Cushioned hand wheel and handle, safety hood and other features make the Ideal easier to use — saving labor costs.
- ▶ Exceptionally long life — many Ideals have been in service over 20 years.

power, thus locking them in and extending the pallet's maintenance-free life for years. The caps can also prevent excessive checking and splits in board ends, warping and curling of deckboards, split or broken runners from fork truck abuse, damaged merchandise from protruding nails, injury to workers, and deterioration of the pallet from loosened fastenings, the company states.

Check #61 on card facing Page 4.

### Checks on Moisture

A new type of indicator for dehydrated packaging, employing silica gel as a desiccant, is made available by the Davison Chemical Company Division of W. R. Grace & Co., and is referred to as the "Bull's Eye Indicator." It is recommended for special packaging applications including those involving pressure or vacuum and requiring a visual means of checking on relative humidity conditions within the container.



The indicator consists essentially of a glass receptacle for blue indicating silica gel, which turns gradually to pink as moisture is adsorbed. A tight seal against moisture infiltration or loss of pressure or vacuum is provided; yet air within the container circulates freely through the indicating gel by way of holes in the back of the receptacle, permitting easy visual check on moisture conditions without opening the package.

Check #64 on card facing Page 4.

### Folded Paperboard

A continuous sheet of paperboard for custom packaging has been introduced by National Container Corporation. Known as Fanfold, it comes in lengths specified by the customer and in bundles folded lap on lap accordian style.

This new product is claimed to be the solution to the problem of the shipper with a variety of products of varied sizes and shapes who would otherwise have to stock a multitude of box sizes. A single fold can be formed into a wide range of sizes.

Check #65 on card facing Page 4.

# COVERMARK

## Quick Change!

- instantly removes old shipping marks
- allows carton re-use

## KEEPS COST DOWN!

DISTRIBUTED BY

**The W. H. ALEXANDER Co.**

SHIPPING DEPT. EQUIPMENT

122 ARCH STREET      177 WEST BROADWAY  
PHILADELPHIA 6, PA.      NEW YORK 13, N. Y.  
Phone: MArket 7-5270-1      Phone: WOrth 6-2113-4

*Serving industry for three generations*

... for more details check #18 on HELP-O-GRAM card.



## Photo of The Month

(Continued from Page 6)

working on scaffolding.

The gummed tape used in this operation must have exceptional characteristics. It must grab fast, but not too fast, as the bundles move along the conveyor. Glue must be of such consistency that it moistens quickly and easily from the slightest touch of the wet sponges. While it must cut easily on the conveyor to separate the individual bundles, it must have exceptional tear strength, tensile strength and resistance to scuffing and rough handling once the bundle is made up. For easy identification and an attractive package, the printing must be in vivid red and black colors.



Another view of the gypsom lath bundling and taping machine.

All of these important characteristics have been found by Kaiser-Gypsum in the gummed tape it is currently using for the automatic taping of Gypsum lath bundles.

## Packing a Punch

(Continued from Page 6)

tract Carriers Conference was told last month by L. J. Dorr, executive secretary of the National Industrial Traffic League.

Speaking at the ATA's 22nd annual convention in Washington, Mr. Dorr contrasted the advantages of both methods of over-the-road transportation. "On the one hand, employment of a contract carrier avoids the necessity of having capital tied up in equipment, it enables the shipper to eliminate the necessity of supervising the operation and maintenance of trucks, their scheduling, licensing, etc.," he said. "The problem of empty mileage and balanced operations is also avoided," he added.

"On the other hand," Mr. Dorr continued, "industry may conclude that use of its own transportation facilities would better enable it to meet its customer demands, would better fit into its own manufacturing and shipping operations, and would enable it to serve its customers at points not served by the contract carrier. My own opinion is that the deciding factor is cost: is the overall cost to the shipper greater or less when he employs contract carriage or furnishes his own transportation?"



Garvey's Flo-Rite marking pens are available in kit form. Complete kit contains one all-aluminum Flo-Rite Marking pen, one 4 ounce can of Flo-Rite Ink with pour-out spout, extra supply of tips and instruction sheet. Colors of ink are black and red.

For hand-marking shipments . . . cartons, bales, boxes, etc., Garvey's Flo-Rite Marking pens are terrific!

Valve-controlled and non-clogging, Garvey's Flo-Rite works smooth and easily on all types of surfaces. It can be used to mark, draw and write.

A marvelous time-saver, it is a virtual "Must" for all successful shipping rooms. Try it today.

Garvey's Flo-Rite marking pen works with equal ease on any surface ranging from a tomato can to a steel girder; from a bottle to a barrel; from a box to a bag, from a sash to a door.

**Garvey** fountain brush and ink company

4379-87 Duncan Avenue St. Louis (10) Mo.

. . . for more details check #21 on HELP-O-GRAM card.

## Traffic Departments

(Continued from Page 7)

- good condition immediately ready for the purpose for which it was ordered.
- 13. Prompt location and control of shipments enroute should the need arise in emergency, or at request of customer.
- 14. Selection of an efficient distribution pattern thru strategically chosen warehouse points for prompt service from nearby stocks at more favorable combination freight rates to customer.
- 15. Delivery in a state and on vehicle most adapted to the customer's handling facilities used in receiving and unloading.
- 16. Traffic departments are a partner of sales and have a part in the performance of many functions for other departments in industrial plants which in the final

## TIME SAVERS



### AIR PLIERS

Speeds stapling of many types of corrugated cartons and fillers.



### HAMMER TACKERS

Easy tacking of box car liners, protective pads, waterproof papers, etc.



### OC STAPLER

Staples tags to cartons. No anvil needed.



### GUN TACKERS

For tagging wooden boxes, etc. Great all-purpose tacker.

There are a few of the jobs speeded and simplified by Duo-Fast equipment.

Mail coupon for details on fully guaranteed DUO-FAST STAPLER-TACKERS.

**MAIL COUPON**  
**FASTENER CORPORATION**  
 860 Fletcher St., Chicago 14  
 Please send data on Duo-Fast Tackers for Shipping Departments.

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

... for more details check #17 on HELP-O-GRAM card.

analysis, assist sales.

The related departments such as Purchasing, Production, Accounting, and Advertising when coordinated with the traffic, make up the team behind the salesman. It cannot be stated too strongly in a well coordinated company, that when the sales department completes the pass to traffic to carry the ball, with proper balance of both responsibility and authority, real sales appeal can be built into the service obtainable in no other way.

All steps in the movement of goods, including packaging, handling and transportation of goods are the concern of traffic. In its simplest form, the one-man Shipping Department wraps a package, pushes it on a hand truck to the curb and delivers it to the carrier. In its more highly developed state, the traffic department is part of top management.

It has the responsibility for piloting the product efficiently from the assembly line to the customer.

Its field is transportation service in all its aspects.

## "LISTEN MR."

(Continued from Page 10)  
 a permanent installation.

If shipping departments' peak load falls during the summer months, that is to say during the months of June, July, August and September, we have found that it is an excellent idea to hire college students during this period to take up the slack.

This is beneficial in many ways. First, there is no problem of layoffs when the slack season of September arrives. The college students when they are hired naturally realize that they will have to leave the company sometime in September to return to college, and therefore there is a very happy separation. Similarly, we find that college students tend to produce at a higher level of effort than

# THE SnakeTape IDEA...



\*For rail shipments under Rule 41 U.F.C.

use 2 strips only!

**CUTS LABOR 2/3** because you seal only the two center seams!

**IT'S STRONGER** because reinforced Snake Tape has strap-like strength. Strength you'll find in no other gummed tape because it's reinforced with rayon yarns . . . the same rayon yarns used in the best auto tires for superior shock absorbence.

**PROVE TO YOURSELF**, and at our expense, how much you can save in sealing time and in damage claims. Send for FREE sample of Angier Snake Tape now.

Free - 15 yd. sample



**ANGIER CORPORATION**  
 Framingham 9, Mass.

... for more details check #23 on HELP-O-GRAM card.

other individuals who are hired on a temporary basis. College students seem to be interested in producing.

In this same vein, college students often like to return throughout their entire college program which normally gives a concern summer replacements for three to four years. It must be remembered that this is also an excellent training ground for future high calibre personnel.

The regrettable alternative in all instances is, of course, to hire temporary employees per se. This should be considered only as a last resort because of the pitfalls already mentioned.

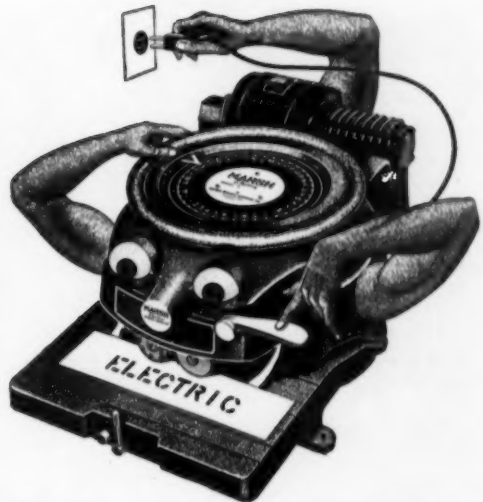
### Get Outside Help

Now there is another way in which peak loads can be handled, providing the peak load is the result of some promotion or seasonal program. This way is to engage the services of some mail order house or some mailing concern which would be willing to assume part of the shipping load for a short time.

For example, let's assume that a concern decides to put out a promotion package or kit for the Christmas season. This is not unusual in that many companies assemble kits or sets of standard items which are gift-wrapped and sold as such. Now if the assembly and the shipping of these kits constitute a great excess load, then it is entirely possible where the sets and kits are of uniform size and contents to have some mailing house handle this part of the business.

In effect, it means subcontracting or farming out some of the functions of the shipping department only for this period of time which usually is two to three months. Although the cost of such an operation is somewhat higher than it could be done in the shipper's own plant, the lay-off/or instability in employee-level problems is eliminated.

## MARSHIAN SHIPS 50,000,000 PAIRS FOR INTERNATIONAL SHOE COMPANY



International Shoe Co., St. Louis, the world's largest, reports Marsh Electric Stencil Machines have increased operator output approximately 25%, over hand operated machines.

### FREE:

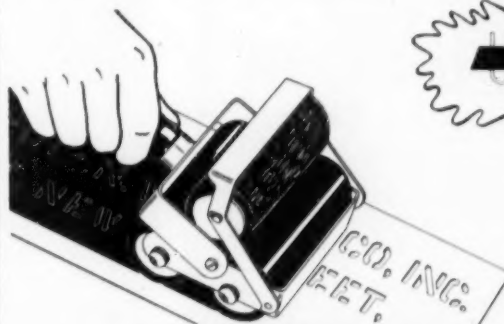
Stencil cut with YOUR NAME, ADDRESS; and "The Marshian Story." Clip this ad to business letterhead, with your name. MAIL TODAY!

Fast, legible stencil marking will speed your product handling, too. Low cost Marsh Stencil addressing eliminates shipping losses and delays. 72

**MARSH STENCILS**  
DELIVER THE GOODS

MARSH STENCIL MACHINE CO. • 75 MARSH BLDG. • BELLEVILLE, ILL., U.S.A.

... for more details check #22 on HELP-O-GRAM card.



Patent Pending

## A BRAND NEW WAY TO STENCIL ADDRESS YOUR SHIPMENTS . . .



"LIKE ROLLING ON A RUBBER STAMP" it's so easy - and by actual test, more than **3 TIMES FASTER** than any other stenciling method or product.

- "ROLL-A-STENCIL" advanced design with self contained ink roller holds enough ink to stencil all day on one inking.
- **TWIN ROLLERS** smoothly roll perfect stenciled impressions in one rapid stroke with no effort!

Our surveys show that shipping departments welcome this completely new and faster method - Order your set today on a money back guarantee. Set shown includes pint can of ink and pouring spout . . . **\$10.50** plus postage.

**UNIVERSAL FOUNTAIN BRUSH CO., St. Petersburg, Florida**

... for more details check #23 on HELP-O-GRAM card.

**BEST BET**  
FOR THE  
**SHIPPING ROOM!**

**OLD FAITHFUL  
"5000"  
MARKING CRAYON**

Bright, Legible, Substantial marks on all shipping containers

|         |             |
|---------|-------------|
| Barrels | Cases       |
| Boxes   | Packages    |
| Cartons | Bags • Tins |

Send for FREE Industrial Crayon Guide, giving complete information about the extensive Old Faithful line — the product of 120 years of crayon manufacturing.

Dept. SM-25

*Old Faithful "5000"*

 **THE AMERICAN CRAYON COMPANY**  
**SANDUSKY OHIO NEW YORK**

... for more details check #25 on HELP-O-GRAM card.

**CUT YOUR  
LABELING COSTS**  
more than **30%**



**POTDEVIN  
Label Paster**

**POTDEVIN**  
**Label Paster**

Available in 6", 8½", 12" and 18" widths.



**POTDEVIN MACHINE CO.**  
208 North Street • Teterboro, N. J.

Designers and manufacturers of equipment for Ring Making, Printing, Coating, Laminating, Glazing and Labeling.

... for more details check #24 on HELP-O-GRAM card.

## Paint Firm's Storage Racks Feature Rotation of Stock

M. Buten & Sons, Inc., paint distributors for 57 years, have effected a revolutionary improvement in the warehousing of paint and paint products at their Philadelphia plant and warehouse. The new storage system, believed to be unique in this country, utilizes Rak-A-Tier Pick-A-Case storage racks.



These are the special storage racks at Buten's warehouse. There is a rapid turnover of inventory and speedy picking of orders.

The new system allows a maximum number of fronts in a minimum space multiple storage of each front item, automatic rotation of stock and a rapid system for feeding and order-picking other than by hand.

Composed of interlocking end frames, adjustable stringers and inclined runners, a Pick-A-Case system lets thirty case fronts be shown in every seven-foot section of warehouse area. As one case is removed from the rack, a second case slides automatically to the front for ready picking of subsequent orders. All feeding is done from the rear of the racks, eliminating interruption of stock rotation and permitting the function of an efficient warehouse traffic system. Feeding and picking aisles can function simultaneously.

Photo and Data Courtesy of Arto Corporation

## Consultant Urges Cost Record To Uncover Waste in Shipping

Maintenance of cost records of your receiving and shipping dock operations can help uncover inefficiency and hidden waste of money. This advice was given recently by Neil Drake, partner in the physical distribution consultant firm of Drake, Startzman, Sheahan and Barclay which completed a seven-month eight-city survey of dock procedures.

"Productivity" of the receiving-and-shipping operation can be computed, Drake says, by dividing the total tonnage handled during one shift



by the total number of man-hours. Not just freight handlers but all personnel involved in dock activities should be included when figuring man-hours. In addition to direct labor costs, the operating cost of operating equipment should be computed. Reports should be made for each shift. With these figures, a handling cost per hundred-weight can be figured by adding the personnel and equipment costs and dividing by the hundred-weight handled.

Once these records are available over a reasonable period of time, productivity standards can be set, Drake says. After that the records should be watched constantly for a decline in productivity or a rise in costs. If these appear, investigation may determine that too many freight handlers are being used during lull periods, or that unnecessary part-time hours are being spent on the dock.

### Freight Forwarder Provides Light For Churchill Cheroot

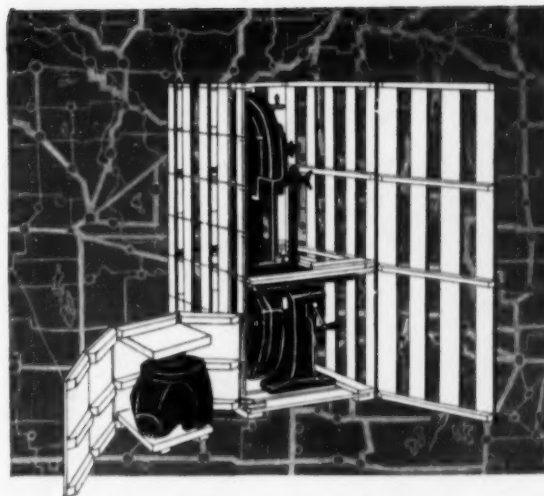
A footnote to history was written on a packing case recently when the Judson Sheldon Division of National Carloading Corporation expedited a shipment of matches to the matchless Sir Winston Churchill.



Personnel of National Carloading Corp. give Winston Churchill's famous "V" for Victory sign as they make final inspection of shipment of matches being sent him.

According to National's president, T. R. Hudd, the shipment resulted from a request received by the Ohio Match Company from Sir Winston's private secretary, Miss Heather Wood. The message read: "Sir Winston would be most grateful if you could send him two dozen boxes of the enclosed matches." Clipped to the letter was a single Ohio Blue Top Kitchen Match.

Mr. Hudd comments that he hopes Judson Sheldon Division has brought to pass for Sir



Any size, Any shape  
No matter where it's bound

## SHIP IT WIREBOUND!

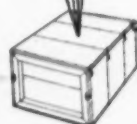
There is practically no limit to what you can ship in a Wirebound . . . for Wirebound is a *most versatile container*. Wirebounds combine the strength of steel wire with the resiliency of wood in limitless combinations. For example, look at the rock bit box on the left. This small, rugged Wirebound eliminated previous stacking failure and in-transit damage losses. So did the Wirebound band saw crate on the right. For greater safety and greater savings, investigate Wirebounds . . . today!

Lower Total Cost

Better Stacking

Faster Assembly

Reduced Weight



Wirebound  
BOXES & CRATES

MAIL THIS COUPON NOW!

#### WIREBOUND BOX MANUFACTURERS ASSOCIATION

Room 1139, 327 South LaSalle Street, Chicago 4, Illinois

- ☐ Have a sales engineer give me the whole story
- ☐ Send me a copy of "What to Expect from Wirebounds"

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zone and State \_\_\_\_\_

... for more details check #12 on HELP-O-GRAM card.

# How Do You Glue?

Obsolete glue-pot



or  
**modern Glue-Fast!**

**\$17.50**  
(6" model shown)  
(10" & 12" models available)

Ungummed labels are economical, but glue-pots are messy and wasteful! GLUE-FAST applies the exact amount of glue to ungummed labels for maximum Grip. GLUE-FAST increases efficiency . . . reduces Shipping and Labeling Department costs as much as 30%!

**10 DAY FREE TRIAL**  
No Obligation! Send request  
on business letterhead.

## Glue News for NCR!

NCR (no carbon required)  
paper and labels can now be successfully glued with  
new GLUE-FAST glues!

**GLUE-FAST EQUIPMENT COMPANY, Inc.**

9M White Street  
New York 13, N. Y.

Manufacturers of  
label gluers and liquid glues  
for every purpose.

... for more details check # 20 on HELP-O-GRAM card.



## Traffic Management In Industry

by Leslie A. Bryan

Director, Institute of Aviation  
University of Illinois, Urbana

**\$6.00 per copy**

Check or money order for \$6  
per copy must accompany order

"**N**OBODY in traffic, packing and shipping can complete a study of this book without enhancing his knowledge of this rich and complex field and getting a clear idea of how to set about solving its problems," writes "Shipping Management" of **TRAFFIC MANAGEMENT IN INDUSTRY.**

**SHIPPING MANAGEMENT (Book Dept.)**  
425 Fourth Avenue, New York 16, N. Y.

Enclosed is check ☐ money order ☐. Please send  
copies of **TRAFFIC MANAGEMENT IN INDUSTRY** to

Name .....  
Address .....  
City ..... State .....  
Position .....  
Company .....

Winston what he once said of Britain: "In the past we have had a light which flickered, in the present we have a light which flames . . ."

## 1955 SIPMHE Competition

(Continued from Page 12)

awarded in each category. The benefits of conservation of time and materials that directly result from this competition, represented a more important reward for industry as a whole.

"Fortunately for all of us," said Carney, "this competition attracted specialists from all over the world. It provides the only perfect field for the packaging and materials handling engineers to pit their professional skill against others in the profession."

## Next Year's Contest

(Continued from Page 12)

person and companies desiring to participate must apply through a regular employee. Contest rules also exclude any person or company involved in the manufacture and sale of packaging or materials handling products, materials or supplies.

All awards for classifications one to six are judged on the following basis:

1. Safety, that is the degree of product protection afforded by the package.
2. Conformance to carrier requirements; compliance with various classification specifications governing the commodity and its packaging.
3. Ingenuity in the application of materials and methods.
4. Ease of handling.
  - a) In assembling and packing operation.
  - b) In intra-plant movement and warehousing of the completed unit.
  - c) In shipping and loading.
  - d) Ease of unpacking.
5. Economy, that is, in connection with the use of materials, savings in weight or transportation charges, and prevention of loss and damage claims.
6. Practical utility from an over-all review.

Awards in Classification 7 (Materials Handling) are judged on the following factors:

1. Reduction of handling cost.
2. Economies in warehousing and utilization for storage space.
3. Increase of plant capacity.
4. Reduction of inventory.
5. Improvement of product protection.
6. Reduction of handling hazards.
7. Improvement of working conditions.
8. Facilitation of materials control.
9. Speedup of delivery of product to consumer.

### Cash Awards

The following awards are made in each of the seven classifications:

First Prize—Blue Ribbon and \$100.00; Second Prize—Red Ribbon and \$50.00; Third Prize—

White Ribbon and \$25.00.

In addition, each winner receives a specially designed Certificate of Award. At the discretion of the judges, Certificates of Honorable Mention are awarded to those entries so qualifying. Should there be an insufficient number of entries to make a contest in the opinion of the judges, a "No Contest" is declared and the prize money is returned to the donors.

#### Special Awards

Two special trophy awards are made. These awards are the Irving J. Stoller Trophy and the Harold Jackson Trophy.

The award named for Irving J. Stoller, Fibleco-Illinois Corporation, a founder of SIPMHE, is presented annually for the entry, which, having won a prize in some classification, is judged as the outstanding award winner of the current Competition.

The Harold Jackson Trophy, awarded in the name of the president of Wm. H. McGee Company, Inc., is for that package which, in the opinion of the judges, incorporates best interior packaging.

Additional information on next year's Competition can be obtained by writing directly to: C. J. Carney, Jr., Managing Director, Society of Industrial Packaging & Materials Handling Engineers, 111 West Jackson Boulevard, Chicago 4, Ill.

## Tuning In

(Continued from Page 11)

given by Banfield Capron, president of Equipment Storage Corporation. A. Robert Vaughn, Division president, presided.

### Philadelphia SIPMHE Hears Arendt, Ford Engineer on "Small Parts Storage"

Frank Arendt, process engineer of the Ford Motor Assembly Plant, Chester, Pa., was the guest speaker at the last meeting of the Philadelphia Regional Division of SIPMHE on October 24. The subject of his talk was: "Sub-Assembly Operations and Small Parts Storage; (Module Unit)." Philip A. Gelber presided.

### New Packaging and M-H Development Discussed at U. of Wisconsin Forum

The latest developments in the handling and packaging of industrial materials were discussed and demonstrated in an Institute held October 4-6 at Madison, Wis., by the University of Wisconsin Extension Division in cooperation with the U. S. Forest Products Laboratory.

Laboratory members presented the latest results of research on corrosion prevention, cushioning materials, fiberboard boxes, wood boxes, pallets and crates.

## Automation at Mennen

(Continued from Page 9)

soon as the cases are stenciled, they are taken off the conveyor and placed on pallets which are put aside in the shipping area until the carrier

## American "relay-pack" wirebound Cuts Costs 5 Ways

1. Made for less
2. Packed for less
3. Shipped for less
4. Handled for less
5. Safer for less



American wirebound has all-bound "lid," pelletized bottom. Open side (inset) shows interior fixtures.

Here's how to *save* your product *and* your money: *Scientific* container design "the American way"! Example: Electric converters and control panels were packed in nailed crates and shipped to temporary destination for accessories to be added, then shipped to final destination. Heavy crate boosted rates, awkward handling wasted manhours, and open top (for adding accessory without "knock-down") exposed contents to damage. Answer: Tough, light, low-cost American wirebound. Side opener for fast, easy, packing. Protective, all-bound "lid" for "relay packing" of accessories. Palletized for quick, safe handling. Savings? *Terrific!* Write or phone for details.

**Specializing in Carload Shipments:**  
Wirebound, Corrugated, Cleated Panel, Nailed-wood



## THE American BOX CO.

1906 W. 3rd Street, Cleveland 13, Ohio Phone: SUPERIOR 1-4900  
Branch Plant: Marion, South Carolina Phone: MARION 703-702

Other Regional Sales Offices:

N. Y. City, Buffalo, N. Y., Pittsburgh, Pa., Detroit, Mich.

... for more details check #15 on HELP-O-GRAM card.

THE MODERN WAY  
TO DO ALL KINDS  
OF TACKING AND  
FASTENING JOBS

# HANSEN



save  
TIME-  
STEPS-  
MATERIALS

ONE-HAND TACKERS  
and STAPLERS..

## 1001 USES

- TAGGING, CARDING
- LINING CASES
- FELT PADS IN CRATES
- CASTER BAGS TO SHIPPING FRAMES
- LINING, DAMP-PROOFING, EXPORT SHIPMENTS

HANDLE SHIPMENTS FASTER — move or store merchandise quicker — insure safe, secure packing and arrival — by equipping your Shipping Department with HANSEN one-hand TACKERS.

36 MODELS—80 STAPLE SIZES  
LIGHT WEIGHT, easy portability, compactness, balanced design, dependability. Take-up law for quick servicing — these features make HANSEN the "preferred" Tacker for all tacking and fastening jobs.

For BEST RESULTS use only genuine Hansen Staples in the BLUE BOX...



## A. L. HANSEN MFG. CO.

5027 RAVENSWOOD AVE., CHICAGO 40, ILL.

... for more details check #9 on HELP-O-GRAM card.

Request Booklet  
...TODAY

## SUBSCRIBERS DESIRING CHANGE OF ADDRESS

Is your magazine addressed correctly? Examine the wrapper, and notify SHIPPING MANAGEMENT MAGAZINE, 425 Fourth Ave., New York 16, N. Y., if you desire any change. Please send back the old wrapper, and the new address, and allow about five weeks for the change.

arrives. Then, a fork lift truck moves the pallets into the body of the truck.

The truck docks at the shipping center are completely enclosed to provide protection from the elements. Overhead sliding doors above the loading platform are electrically operated by remote push-button control for three large truck-bay units and six shipping platform units. Hydraulic lifts bring the docks up to the varying levels of trucks, thus reducing breakage and physical labor.

A substantial portion of Mennen's production is shipped to public warehouses at Chicago, Houston, Los Angeles, San Francisco and Seattle. These shipments are made in large lots at volume freight rates via railroad, common carrier and steamships. Mennen has its own rail siding connecting with the Lackawanna Railroad. Up to six incoming and outgoing carloads can be handled each day.

## Full Pallet Warehouse Shipments

Shipments for the warehouses are made only in full pallet quantities. Loaded pallets are withdrawn from regular warehouse stocks. Shipments to San Francisco, Los Angeles and Seattle are normally made by intercoastal steamship. They move to Port Newark by truck, and when hoisted into the ship's hold, the pallets are removed and returned by the truckmen to the plant.

Rate information for Mennen's shipping operations is compiled by the traffic department under the direction of James J. Walsh, Traffic Manager, and E. H. Tobey, assistant T. M.

Two-way entry to the storage area of the main warehouse at Morristown is assured by the fact that all of the bay areas are surrounded by aisles, 10 feet east and west, and 12 feet north and south. This arrangement also helps maintain constant stock rotation. The noiseless electric fork lifts do all of the moving of merchandise within the warehouse and the shipping center, which are under



# COMPARE- WHATEVER THE JOB... LARGE OR SMALL...

# REDCORE GUMMED TAPE DOES IT BETTER

## Rexford

PAPER COMPANY  
MILWAUKEE 9, WISCONSIN

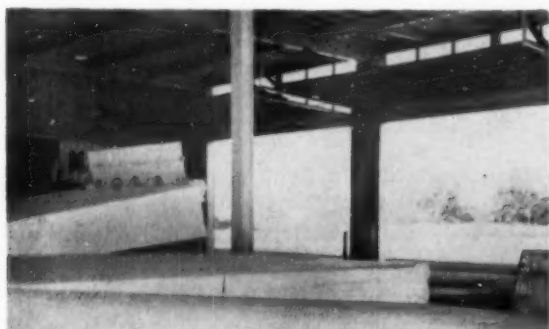
Branch offices CHICAGO, ILL. • COLUMBUS, OHIO  
PHILADELPHIA, PA. • FT. SMITH, ARK. • ATLANTA, GA.

... for more details check #13 on HELP-O-GRAM card.



the direction of D. S. Cerrato, Materials Handling Manager.

Adjacent to the shipping center is a mailing department which sends out between 6,000 and 7,000 pounds of advertising and sales promotion material every day. According to Robert Sueter, assistant production manager, this department handles the packaging, addressing, and mailing of more than 500,000 samples each year. Each of the three girls in this section handles by herself the whole operation of packing, sealing and taping the package. It then goes by conveyor belt to the scales for weighing, to the postage meters and finally to the parcel post mail bags.



This photo shows the trucking docks at the Mennen plant which can be raised up to truck level as at left. Docks are enclosed.

There is a great variety of shipping materials coming into the plant each week. The company purchases and stores some 345 different kinds of packing materials and 85 raw materials. A centralized purchasing department orders supplies for all departments.

J. L. Farrell, Specifications Manager, said that the packaging technicians are constantly engaged in functional design work. They also survey and try to improve handling efficiency methods.

#### Spotlessness Is Key Feature

Mennen has its own quality-control laboratory with a large stock room and a section set aside for such specialized equipment as refractometers, calorimeters and viscosimeters. All of the testing of raw materials and packages is done right on the premises. Packages are constantly redesigned to meet changing conditions.

Mennen rates high in the toiletries industry where competition is keen, cleanliness is of the utmost importance and proper packaging is vital to insure against damage and breakage while in transit from the factory to the local druggist.

One of the outstanding characteristics of the Mennen plant is its spotlessness. All employees wear uniforms. Walls are tiled or freshly painted and the floors are constantly swept. Offices, desks

**STEN-C-LABL USERS** Save time and costly shipping errors!

#### CASE No. 1

**Multiple shipments addressed by teletype with STEN-C-LABLS**



Addressing multiple shipments in the Williams Hardware warehouse in Minneapolis is done by a teletype operator in an office ten miles away. While the teletype operator is typing the invoices in the general office, shipping copies and STEN-C-LABLS are addressed on the teletype in the warehouse.

With the STEN-C-LABL applicator, unlimited impressions are then made direct to PAK-LABL on carton or to gummed labels. Addressing errors, mis-shipments are eliminated.

Find out how your shipping costs can be reduced by the use of STEN-C-LABLS in your operation.

FREE brochure available on request.

**STEN-C-LABL, INC.**

2285 UNIVERSITY AVENUE • ST. PAUL 14, MINNESOTA

... for more details check #14 on HELP-O-GRAM card.

**JUST PRESS THE KEY and you know the postage!**

#### DETECTO POST-O-METER

##### • Saves Postage —

The package weighed on this Parcel Post Scale will not carry too many — or too few — stamps.

##### • Saves Time —

Speeds mailing department flow. Ends weighing bottlenecks. Simply press the zone key. One figure shows the exact postage. No postage-due delays... ever!



WRITE FOR FREE DEMONSTRATION OR DESCRIPTIVE BULLETINS

**DETECTO SCALES INC.**

340 PARK AVE. • BROOKLYN 3, NEW YORK



for more details check #1 on HELP-O-GRAM card.

## INDEX TO ADVERTISERS

|  |            |
|--|------------|
| Alexander Co., W. H. ....                | 20         |
| American Box Co., The ....               | 27         |
| American Crayon Co., The ....            | 24         |
| American Excelsior Corp. ....            | 19         |
| Angier Corp. ....                        | 22         |
| Atlantic Gummed Paper Corp. ....         | 3          |
| Better Shipping Manual ....              | 5          |
| Crown Zellerbach ....                    | Back Cover |
| Derby Sealers, Inc. ....                 | 18         |
| Detecto Scales, Inc. ....                | 29         |
| Fastener Corp. ....                      | 22         |
| Garvey Fountain Brush and Ink Co. ....   | 21         |
| Gilman Paper Co. ....                    | 2          |
| Glue Fast Equipment Co., Inc. ....       | 26         |
| Hansen Mfg. Co., A. L. ....              | 28         |
| Hudson Pulp & Paper Corp. ....           | 5          |
| Ideal Stencil Machine Co. ....           | 20         |
| Leonard & Co., G. R. ....                | 31         |
| Marsh Stencil Machine Co. ....           | 23         |
| Pitney-Bowes, Inc. ....                  | 17         |
| Potdevin Machine Co. ....                | 24         |
| Rathborne, Hair and Ridgway Box Co. .... | 15         |
| Rexford Paper Co. ....                   | 28         |
| Sten-C-Labl ....                         | 29         |
| Traffic Management in Industry ....      | 26         |
| Universal Fountain Brush Co. ....        | 23         |
| Wirebound Box Manufacturers Ass'n. ....  | 25         |

## CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 25 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$5.00. Address all communications to Classified Department, SHIPPING MANAGEMENT, 425 Fourth Avenue, New York 16, N. Y.

### SITUATIONS WANTED

**ADVERTISING & SALES** Promotion Mgr. Heavy Experience packaging, displays, direct mail, premiums, point-of-sale. Overall merchandising background. Creative idea man helped increase sales over 3 million dollars. Now employed, seeks connection with manufacturer or agency. Write Box 460, SHIPPING MANAGEMENT, 425 Fourth Avenue, New York 16, N. Y.

**TOP FLIGHT ADVERTISING** sales promotion executive currently in charge of multi-million dollar manufacturing firm's operations seeks change. Minimum salary \$12,000.00 plus percentage of increased business. Box 459, SHIPPING MANAGEMENT, 425 Fourth Avenue, New York 16, N. Y.

and equipment are kept orderly and cheerful. Then too, all operations are carried out in an organized fashion. Cartons are neatly stacked and palletized in the packaging rooms, in the shipping center and on the loading docks. The stress on cleanliness and order not only protects the products but also promotes maximum efficiency.

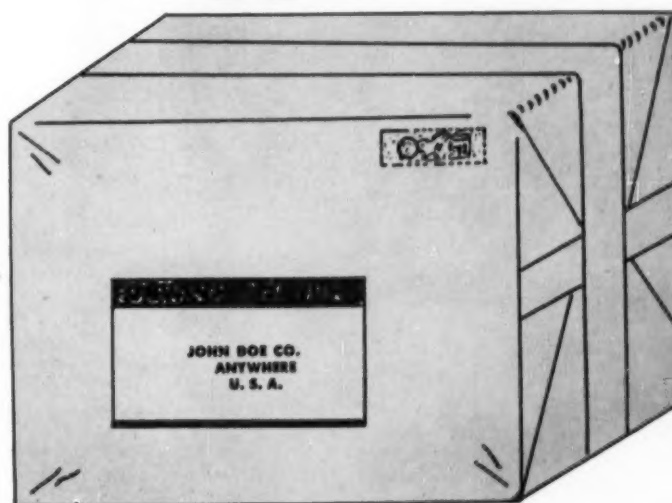
At least partially because of the new plant, its advanced facilities and the precision of automation, morale among the employees is on a continuous high level. Workers have a cafeteria in the building, rest rooms, a clinic, air-conditioning, light and airy offices, and pleasant scenic surroundings.

### All Departments Work Together

Executive initiative and ingenuity are actively supported by Mennen. Inter-departmental meetings and discussions take place frequently so that everyone involved can fully understand what is going on throughout the enterprise. Through the medium of these discussions, all departments are coordinated properly to work towards the paramount objective — that of increasing the company's volume — both in sales and deliveries.

Mennen's reports that under its improved system of automation as it exists today, the volume of shipping in terms of pounds per manhour has increased more than 50 percent over what it was in Newark. As little as four hours may now elapse from the time an order is received until it leaves the plant. Most important of all considerations, shipping, packaging and warehousing operations are carried out on a highly scientific plane at an extremely fast pace. Merely watching these operations in practice should give any employee or executive pride and satisfaction that the job is well done.

I hope my "Boss" uses  
**LEONARD'S GUIDE**  
to ship me, so that I will be correctly  
routed at the cheapest rate!



## **PARCEL POST - EXPRESS - FREIGHT**

Rates and Routing Information



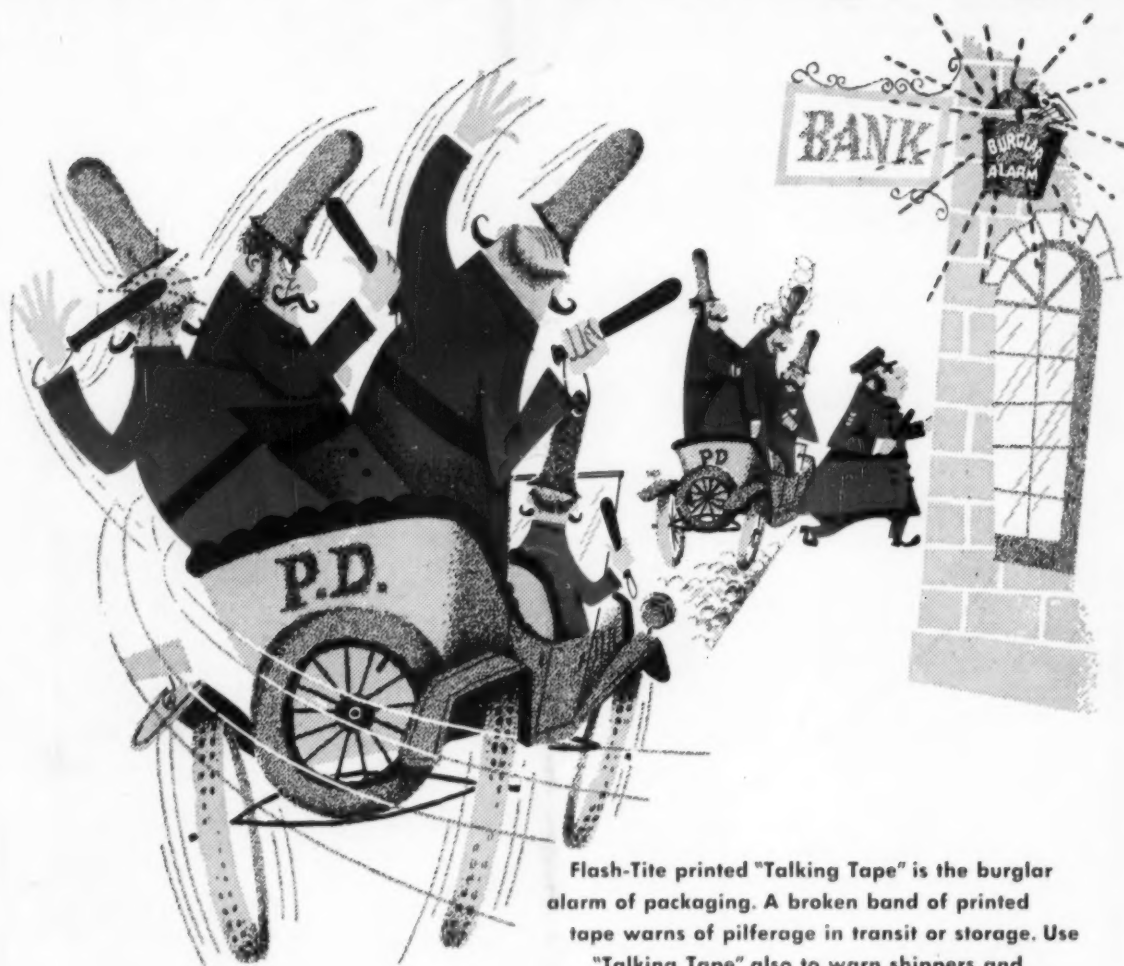
Published by

**G. R. LEONARD & CO.**

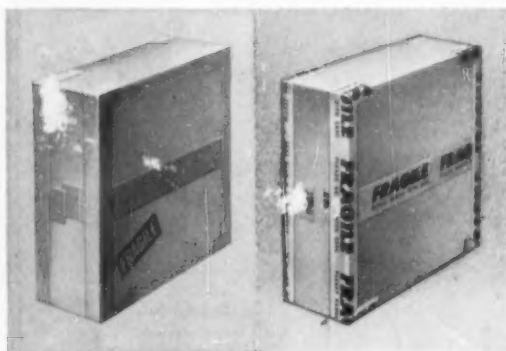
121 North Wacker Drive  
CHICAGO 6

81 Madison Avenue  
NEW YORK 16

# Warn 'em with **"Talking Tape"**




Flash-Tite printed "Talking Tape" is the burglar alarm of packaging. A broken band of printed tape warns of pilferage in transit or storage. Use "Talking Tape" also to warn shippers and loaders to handle with care . . . that contents are "FRAGILE" or made of "GLASS." You can say many things with "Talking Tape"—at lower cost than by printing labels and applying them. For further information or samples, write Dept. GT.



Save on labor and on printing of labels by using Flash-Tite "Talking Tape". This printed tape tells your message 12 times more often than a label.

**IMPROVED FORMULA**

## **FLASH-TITE** **"TALKING TAPE"**

 **CROWN ZELLERBACH** 343 Sansome Street, San Francisco 19, California

... for more details check #19 on HELP-O-GRAM card